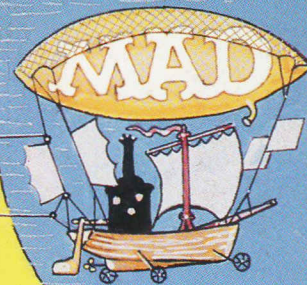


MAD

SUPER SPECIAL



MARCH 1994
OUR PRICE
\$3.50 Cheap!

CONTAINS
10 Pages
ALL NEW
MATERIAL

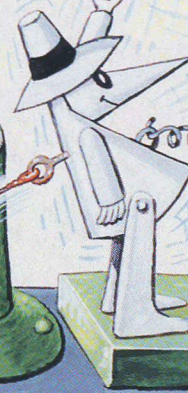
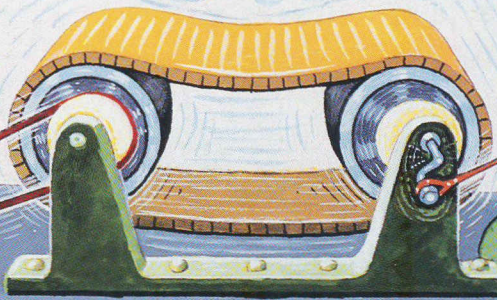
INCLUDES
28 PAGES of
GADGETS
and
GIZMOS

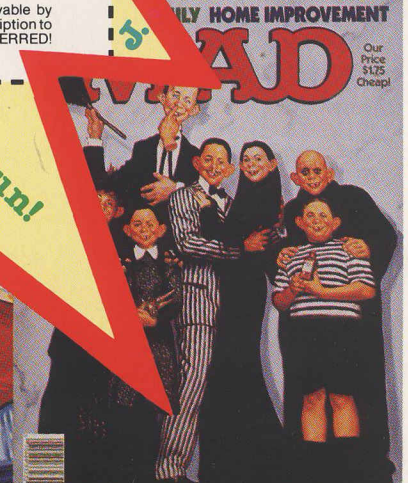
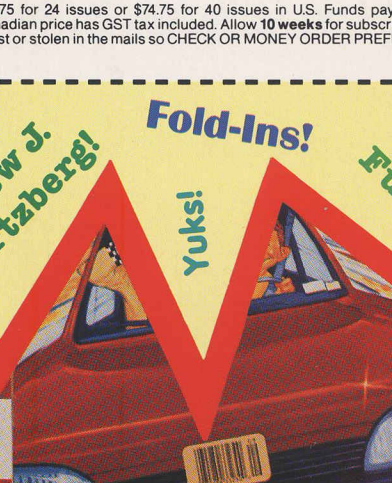
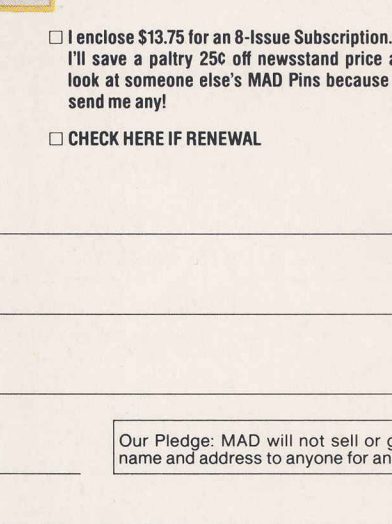
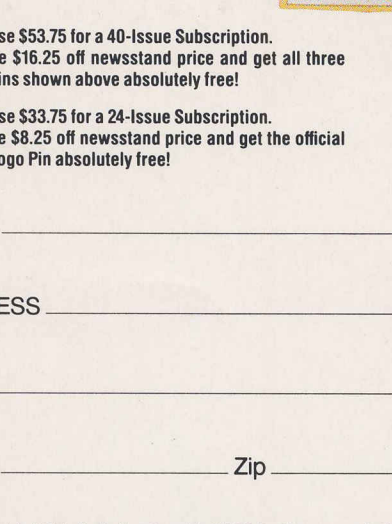
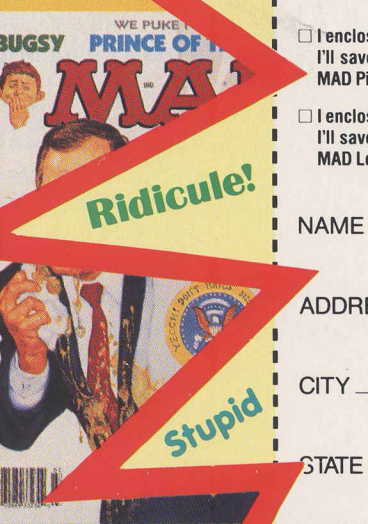
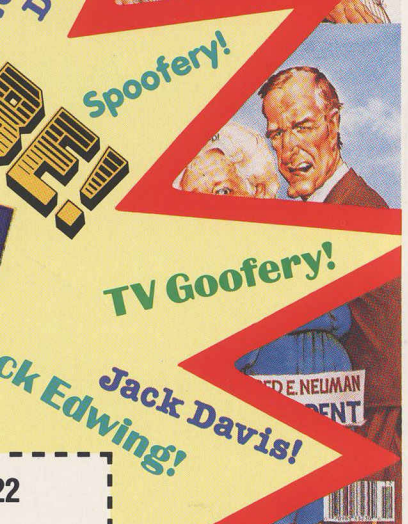
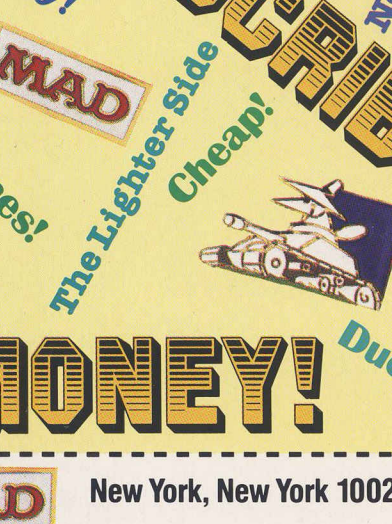
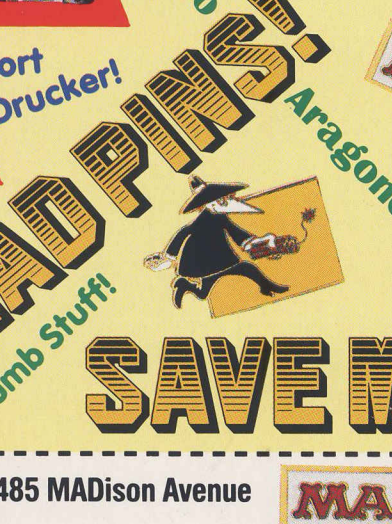
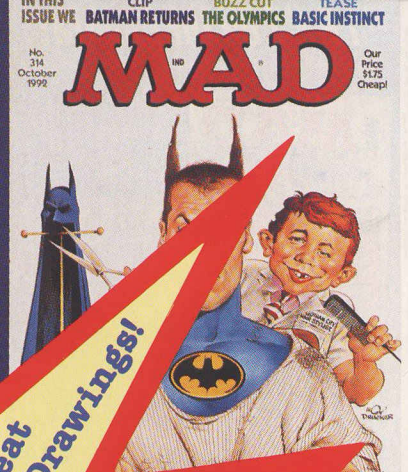
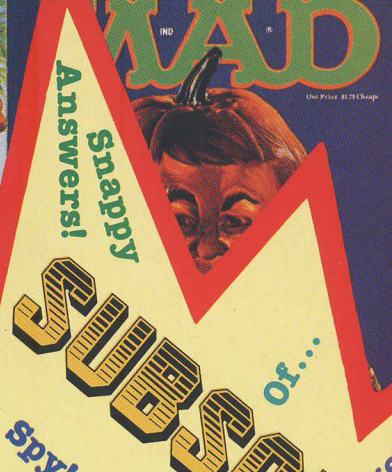
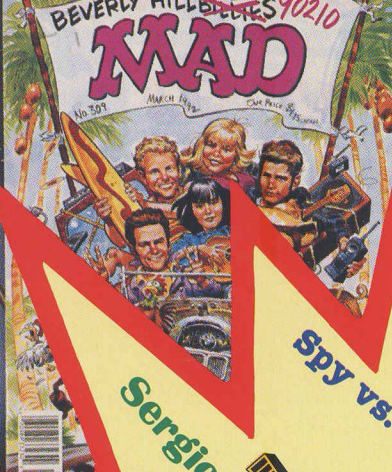
TOTALING
96 PAGES of
COLLECTORS ITEMS



SOAP
BUBBLE
GOOP

POTRZEBIE





SUPER CRIB!!

Answers! Snappy
Spy vs. Spy!
Sergio Aragones!
Mort Drucker!
Laffs!
Dumb Stuff!
The Lighter Side
Cheap!
Of...
Neat Drawings!
Spoofery!
TV Goofery!
Duck Edwing!
Jack Davis!

SAVE MONEY!

485 MADison Avenue



New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!

- ☐ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!
- ☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

Duck

Al Jaffee!

Laffs!

Andrew J. Schwartzberg!

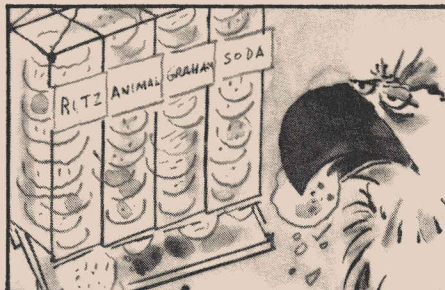
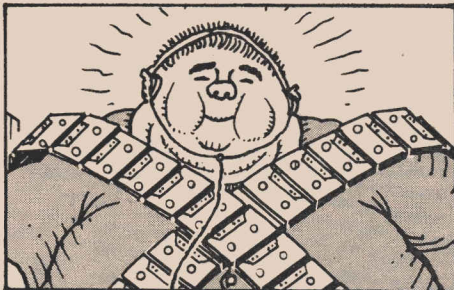
Cheap!

Fold-Ins!

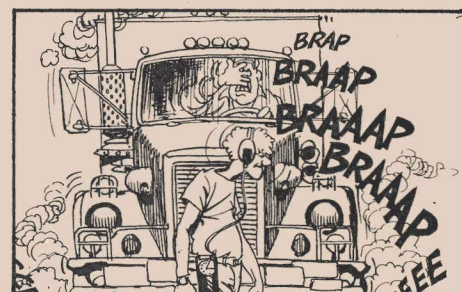
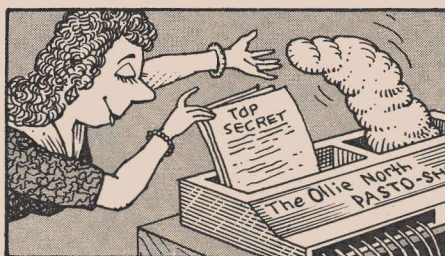
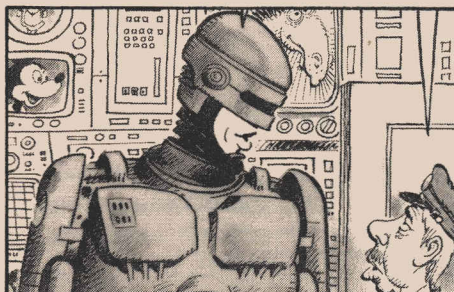
Yuks!

Fun!

GADGETS & GIZMOS



MAD SUPER SPECIAL 92 MARCH 1994



DEPART

GET ALONG LITTLE AUSSIE DEPARTMENT "Crock O'Dull Dummee, Too" (A MAD Movie Satire) .. 2
THE ENVELOPE, SLEAZE! DEPARTMENT MAD Opens A Typical Magazine Sweepstakes Package .. 7
SERGE-IN GENERAL DEPARTMENT A MAD Look At Optics .. 10 A MAD Look At Garage Sales .. 80
FRANK ON A ROLL DEPARTMENT "The Saga Of AT&T" .. 12 "Schwarzenegger" .. 86
MUTT ADD ABOUT NOTHING DEPARTMENT Spuds Mackenzie's Photo Album .. 14
ASK KICKERS DEPARTMENT If "They" Had To Fill Out "Your" Questionnaires .. 16
TALES FROM THE DUCK SIDE DEPARTMENT The Stupefying Suicide Situation .. 19 The Demonic Detector Disaster .. 59 The Pesky Pecker Puzzler .. 90
JOKE AND DAGGER DEPARTMENT Spy vs. Spy .. 50, 68
TAIL-ORDER SHOPPING DEPARTMENT Gift Catalog For Spoiled Rotten Pets .. 51
REBEL WITHOUT A COS DEPARTMENT "An Indifferent World" (A MAD TV Satire) .. 54
JOY-SCHTICK DEPARTMENT All-Purpose Video Game Instructions Kit .. 60

HEY WHIZARDO, GET OUT YOUR INDUSTRIAL LUBRICANT! MAD'S TOTALLY COMPLEX, ABSOLUTELY INTRICATE AND AWESOMELY ELABORATE GADGETS AND GIZMO SECTION SPUTTERS INTO LOW GEAR HERE!
THE SHAPE OF RINGS TO COME DEPARTMENT Future Phone Gimmicks We Expect To See .. 21
BERG'S-EYE VIEW DEPARTMENT The Lighter Side Of Gadgets .. 24
ALL JAFFEE DEPARTMENT Low-Tech Inventions For Everyday Needs .. 29
ASSAULT AND BATTERY INCLUDED DEPARTMENT "Roboslop" (A MAD Movie Satire) .. 32
LEAVE NO THRONE UNTURNED DEPARTMENT Recycling Toilet Seats .. 38
THE SCANISH INQUISITION DEPARTMENT MAD'S UPC Symbol Explained .. 40
A WORD TO DEVICE DEPARTMENT Odes To Appliances, Gadgets and Other Conveniences .. 41
DICK DePARTMENT Ultimate Accessories For Personal Stereos .. 44
TECH-NO-LOGIC DEPARTMENT State Of The Art Is .. 46
CHORE-FIRE SOLUTIONS DEPARTMENT Dual-Purpose Office Supplies For Working Mothers .. 48

MENTS

CUPS AND RIBBERS DEPARTMENT ● MAD'S Eye Catching Mug Messages .. 62
WORDS OF A FEATHER DEPARTMENT ● Mad Groupings .. 64
ADJUSTING THE VOLUMES DEPARTMENT ● "As Told To" Books More Accurately Described .. 66
BERG'S-EYE VIEW DEPARTMENT ● The Lighter Side Of .. 69
ALONG THE SNIDE LINES DEPARTMENT The MAD Nasty File .. 73
THE ODDS MUST BE CRAZY DEPARTMENT That'll Be the Day! .. 76
EDITIONS AND SUBTRACTIONS DEPARTMENT Celebrity Reading Lists .. 78
BAD CASE OF THE TWERPIES DEPARTMENT What Is A Superner? .. 82
QUICK DRAW GUFFAW DEPARTMENT Play Pictionary With The Mad Artists .. 84
SCHTICK IT IN YOUR EAR DEPARTMENT A Beginners Guide To Cartoon Sound Effects .. 87
...AND THEY DON'T HAVE A PLOT TO PEEK IN DEPARTMENT "Stinkout" (A MAD Movie Satire) .. 91
MARGINAL THINKING DEPARTMENT "Drawn-Out Dramas" by Sergio Aragones .. ** ● All New Material! (Big Deal!)

**Various Places Around the Magazine

COVER ARTIST: AL JAFFEE BACK COVER WRITER: DICK DeBARTOLO BACK COVER PHOTOGRAPHER: IRVING SCHILD

WILLIAM M. GAINES founder

NICK MEGLIN and JOHN FICARRA editors **LEONARD BRENNER** art director **THOMAS NOZKOWSKI** production director
CHARLIE KADAU and JOE RAIOLA associate editors **DICK DE BARTOLO** creative consultant
ANDREW J. SCHWARTZBERG assistant editor **CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

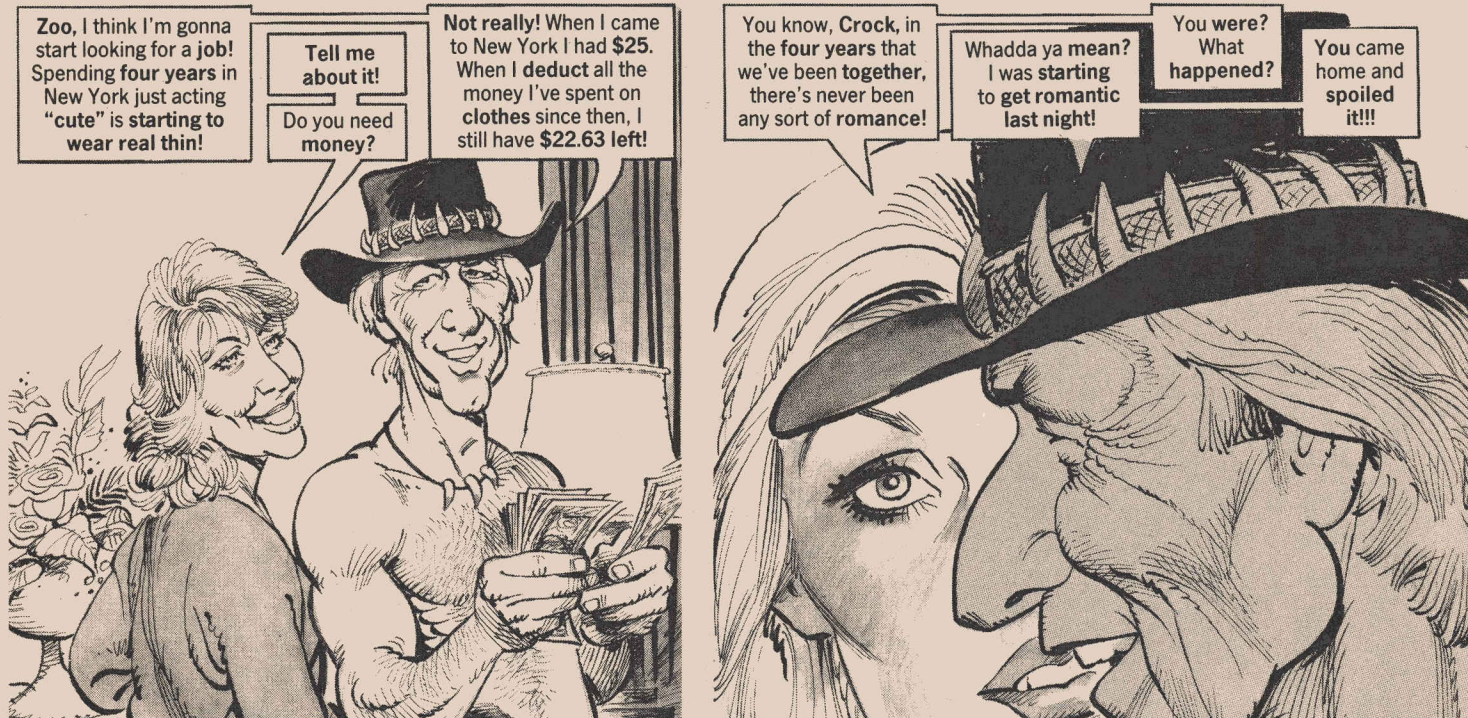
MAD MARCH 1994 Super Special Number 92. MAD Super Specials are published six times a year by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Jenette Kahn, President & Editor-in-Chief, Paul Levitz, Executive VP & Publisher, Joe Orlando, VP & Creative Liaison. Entire contents copyright © 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988 and 1993 by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. The names and characters used in MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

That jerk from Australia is back in town! No, not Jacko! (But an excellent guess!) We're talking about that *other* guy from down under who's understated and overrated (as opposed to Jacko, who's *overstated and overrated!*) Yup, Jacko is nothing more than a big Australian buffoon to most Americans and, for that matter, so is...

The amazing thing is with all that travel, the movie goes nowhere!



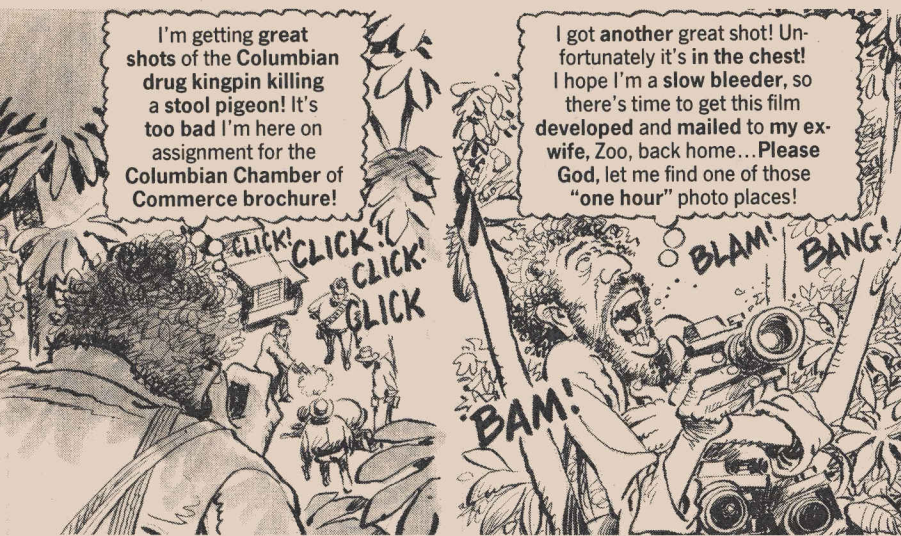
"Crock O'dull" DUMMEE, TOO



ARTIST: MORT DRUCKER

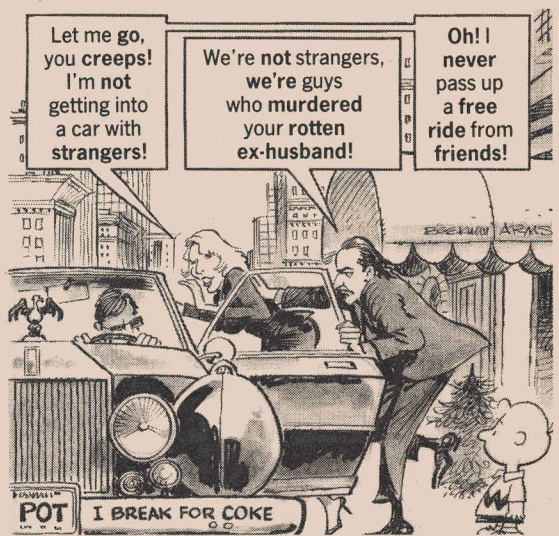
WRITER: DICK DEBARTOLO





I'm getting great shots of the Columbian drug kingpin killing a stool pigeon! It's too bad I'm here on assignment for the Columbian Chamber of Commerce brochure!

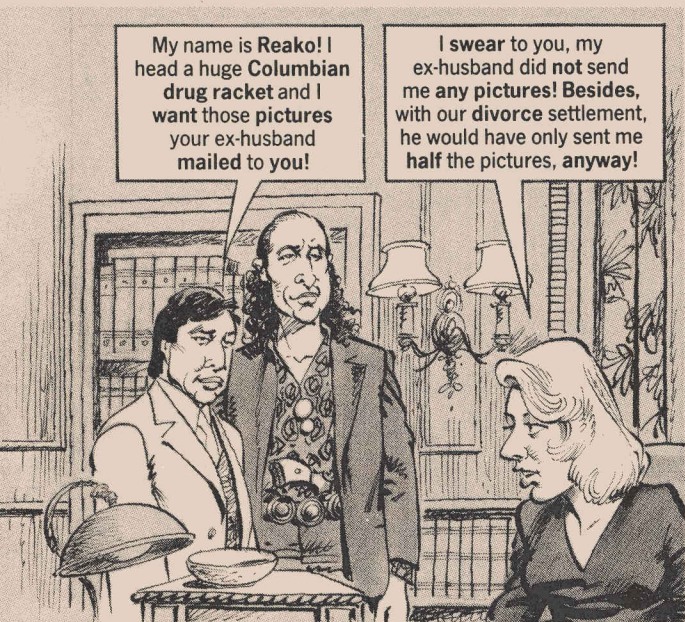
I got another great shot! Unfortunately it's in the chest! I hope I'm a slow bleeder, so there's time to get this film developed and mailed to my ex-wife, Zoo, back home... Please God, let me find one of those "one hour" photo places!



Let me go, you creeps! I'm not getting into a car with strangers!

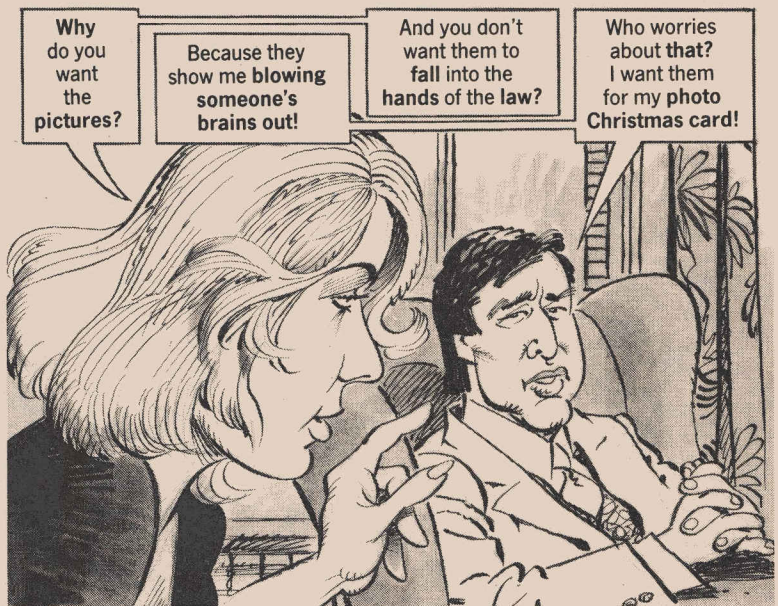
We're not strangers, we're guys who murdered your rotten ex-husband!

Oh! I never pass up a free ride from friends!



My name is Reako! I head a huge Columbian drug racket and I want those pictures your ex-husband mailed to you!

I swear to you, my ex-husband did not send me any pictures! Besides, with our divorce settlement, he would have only sent me half the pictures, anyway!

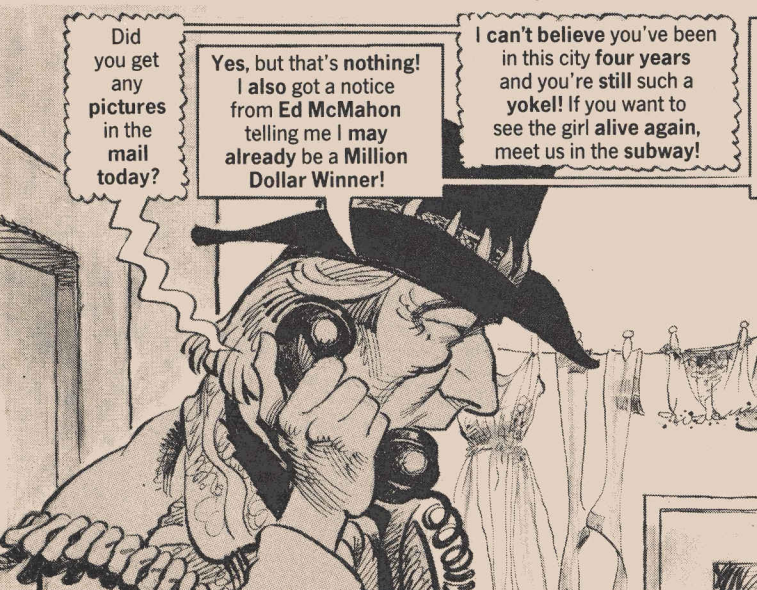


Why do you want the pictures?

Because they show me blowing someone's brains out!

And you don't want them to fall into the hands of the law?

Who worries about that? I want them for my photo Christmas card!



Did you get any pictures in the mail today?

Yes, but that's nothing! I also got a notice from Ed McMahon telling me I may already be a Million Dollar Winner!

I can't believe you've been in this city four years and you're still such a yokel! If you want to see the girl alive again, meet us in the subway!

Don't take her down there! She'll be killed for sure!



Your girl arrives on the next subway train. With service these days, that could take weeks!

Give me the pictures now! I can't be seen! I'm wanted for robbery, drugs and murder!

Big deal. I sneaked down here without putting in a token!



Thanks for your help, mates! I could have handled that creep myself, but it might have meant having to change my expression!

Are you Crint East-Wood?

No, but I understand the confusion! He also writes, produces, and puts himself on the screen in any junk he feels like!

Oh— then you Sylvester Stallone!

WHAT'S UP, DOC?

WELL, I PASSED THE RABBIT TEST.



Listen, mate, my girlfriend's being held captive and I'm looking for someone who is "road wise!"

You really mean "street smart," don't you?

No, "road wise"! I need someone to tell me how to get from New York City to Long Island on the expressway during rush hour — in under four hours!

That's impossible! You really are a yokel!



Listen, guys, want to have some fun?

What's your idea of fun, old man?

Breaking into a plush estate and trashing the place!

Hey, count us in! You're raising our standards! Normally we trash middle class places! This is a chance to expand our horizons!



How did you get in?!? This estate is protected by the highest state-of-the-art security available!

Who knew??? I guess I ignored it!

Boy, sometimes being naive really pays off!

I'm taking the girl with me! And so you'll NEVER find us we're going to a place you'd never think to look. My home in Australia!



So this is your house in the Outback! Where's the bathroom?

Outback!

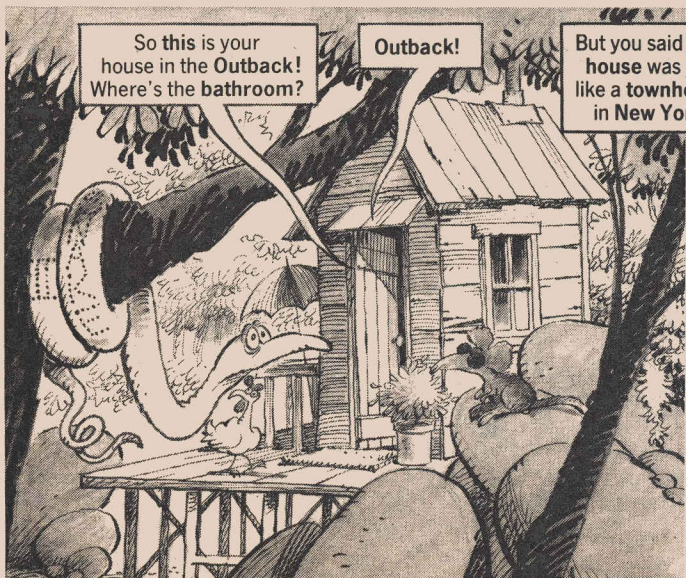
But you said your house was just like a townhouse in New York!

Well, I meant the Bronx! Wait, I smell those drug creeps!

How close are they?

They're just boarding a plane in America to come hunt us down!

Boy, that's some nose, Crock!



You kill the girl, I'll kill Dumme!

Isn't it dumb to fly all the way to Australia to track them down since they can't do anymore harm?

Yes, but I'm into revenge, not logic! Besides, I wanted the triple bonus mileage from the airline!

Our guide ran away! You will lead us to Dumme or die!

That's a very generous offer, mate! You're on!

So far one of our men was dragged two miles by a raging buffalo and one was attacked by bats! Dumme's cunning, but he never actually kills anyone!

He could kill us at any moment but he prefers to only humiliate us!

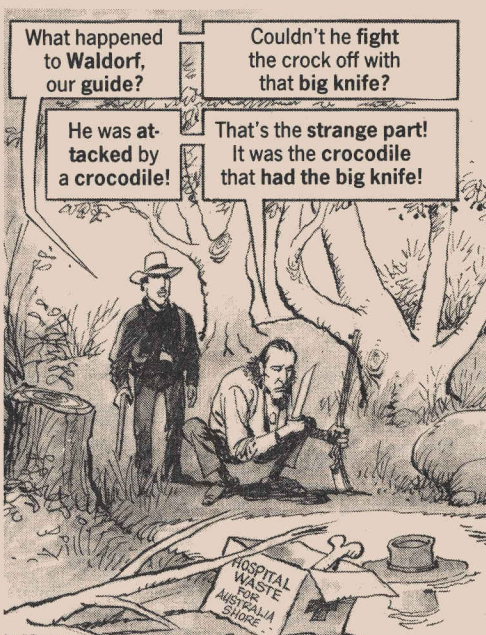
Isn't it odd that he just teases sleaze-balls like us but kills innocent wildlife for fun?

I think the fact that he's from down-under makes his morals ass-backwards!



The natives said we're to be eaten! Just how backward are they?

Not all that backward! We're to be micro-waved first!

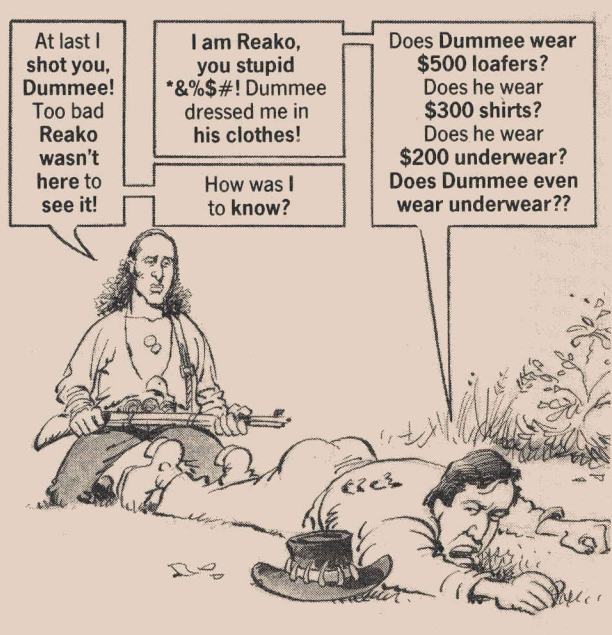


What happened to Waldorf, our guide?

He was attacked by a crocodile!

Couldn't he fight the crock off with that big knife?

That's the strange part! It was the crocodile that had the big knife!



At last I shot you, Dumme! Too bad Reako wasn't here to see it!

I am Reako, you stupid *&%\$#! Dumme dressed me in his clothes!

How was I to know?

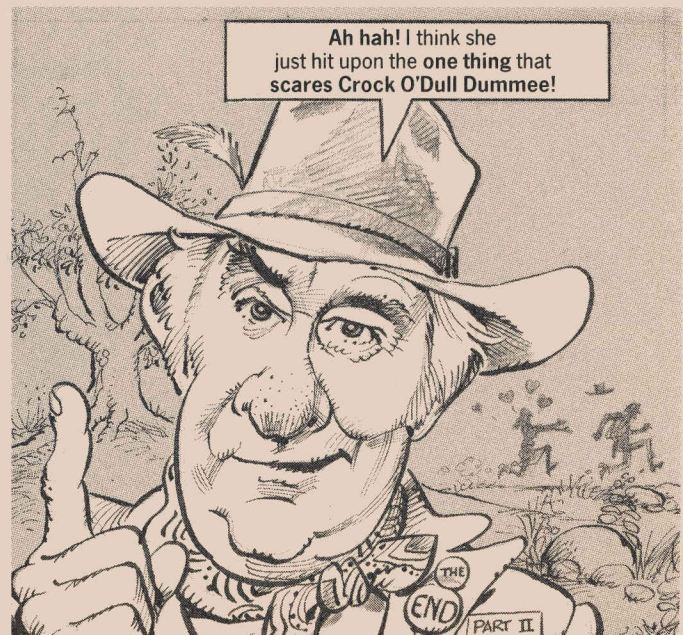
Does Dumme wear \$500 loafers? Does he wear \$300 shirts? Does he wear \$200 underwear? Does Dumme even wear underwear??

Crock, you're such a brave man! You went up against seven tough armed drug dealers and you never flinched! And you walk through the jungle inhabited by all sorts of wild beasts and never even blink an eye! Does anything scare you?

Definitely not, Zoo! Nothing scares me!

Well, will you marry me?

Er... ma... mar... marr... marry you?



Ah hah! I think she just hit upon the one thing that scares Crock O'Dull Dumme!

THE ENVELOPE, SLEAZE! DEPT.

You probably know loads of people who receive fat envelopes in the mail that are filled with chances to win fantastic prizes and mucho bucks if they will only send in the entry form (and hopefully order some dumb magazines as well). But, how many people do you know who have actually been a winner in one of these cockamamie contests? Well, we don't know any either! And we thought it was about time we got even with the creeps who keep sending out this stupid trash. So without further ado,

MAD OPENS A TYPICAL MAGAZINE SWEEPSTAKES PACKAGE

ARTIST: BOB CLARKE

WRITERS: CHARLIE KADAU & JOE RAIOLA

YOU CAN WIN THESE GRAND PRIZES!

Super Spectacular Grand Prize #1



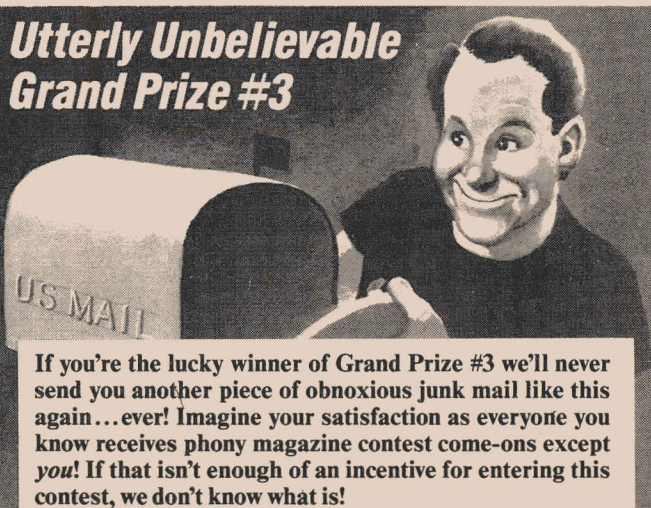
Imagine yourself at the wheel of this luxurious 58 foot yacht! Imagine setting sail for such exotic ports as the Caribbean, The French Riviera and the South Sea Islands! If you're our *BIG* winner, you'll be able to imagine all this and more every time you look at your prize—a full-color 8X10 photograph of this luxurious 58 foot yacht!

Wild Incredible Grand Prize #2



Just think of what your friends will say as you proudly display your new dream house...Complete with 18 rooms, a 4 car garage, patio and in-ground swimming pool! You'll be the talk of your neighborhood, or *wherever* you carry this 1/64th scale model house...Grand Prize #2 in our amazing magazine sweepstakes!

Utterly Unbelievable Grand Prize #3



If you're the lucky winner of Grand Prize #3 we'll never send you another piece of obnoxious junk mail like this again...ever! Imagine your satisfaction as everyone you know receives phony magazine contest come-ons except *you*! If that isn't enough of an incentive for entering this contest, we don't know what is!

WHO CAN ENTER

Our 5 Million Dollar Bonus Sweepstakes is open to all residents of the United States and Canada with the following exceptions: Anyone under the age of 18, women, left-handed people, good dancers, wristwatch owners, taxidermists, circus midgets, football fans, ex-members of Menudo, wax fruit manufacturers, Christians, and men.

If you've decided not to order...
please read this!

Dear Friend:

If you've decided you don't want to take advantage of our incredibly spectacular and truly amazing magazine buys, YOU CAN STILL ENTER OUR SWEEPSTAKES *EVEN IF YOU DON'T BUY ANYTHING!* But remember: for some unexplainable reason, a person's chances of winning seem to increase when they buy lots and lots of magazines from us. I'm not saying you have to buy magazines in order to win anything, but I can't think of a single winner we've had who didn't buy multi-year subscriptions to several dozen of our fine magazines!

What do you take me for, a blithering idiot? Only a moron would give away hundreds of thousands of jerks who think they can and ugly as sin to boot. ought to be shot!

Fondly,

Emerson L. Bunk

Emerson L. Bunk
President
Fat Chance Publishers

A Personal Note From Fat Chance Publishers

Dear Mr. Occupant,
You may already be the winner of our 5 Million Dollar Bonus Prize...and not even know it!
Just think of what 5 Million Dollars could do for the Occupant family...A mink coat for Mrs. Occupant...A college education for the Occupant children... Yes, Mr. Occupant, you could be

WE MEAN IT!

READ THIS!

WOW!

This Check Could

Fat Chance Publishers
12 Bogus Boulevard
Shady Groves, Connecticut

Pay To the
Order Of

Mr. Occupant and Family
Five Million Dollars

First National
Void Bank

Official Signature Here *M*

Potholder Monthly <small>From the publishers of Cardboard Illustrated</small> Only \$23.40	Illegal Business Week Only \$11.95	OUCH! <small>The Magazine of Painful Dentistry</small> Only \$14.97
ALL ADS <small>We dare you to find an article</small> Only \$48.50	VD Guide <small>Where It Is and How To Avoid It</small> Only \$13.32	Better Avocado <small>(Includes our Annual Guacamole Issue)</small> Only \$14.99
MAD <small>Winner of the VEEKO Award</small> Only \$23.40	Sports Titillated <small>52 Swimsuit Issues A Year!</small> \$62.79	Teen Rabbi <small>The Magazine for Everyone!</small> Only \$20.00
ES AN <small>Journal for Executives</small> Only \$44.56	CREATIVE TERRORISM <small>Free Hostage with Paid Subscription! 12 Explosive Issues</small> Only \$29.99	

GOOD VALUE

DROPOUT

The Magazine for People Who Can't Read

Only \$12.99

GOOD VALUE

Cardboard Illustrated

From the publishers of Potholder Monthly

Only \$17.94

40% A COPY

POPULAR HAIRPIECE

(Incorporating Wigs Monthly)

Only \$15.00

\$3.95 OFF

THYME

The Official Journal of Spices

Only \$38.50

ALL OFF

Popular WASTE BASKET

Only \$15.00

\$6.00 OFF

Boating For Horses

Only \$6.98

\$6.00 OFF

Popular Explosives

Only \$15.00

GOOD VALUE

Unaffordable Things

Only \$157.95

HALF GOOD

Review Journal Digest

(America's Most Boring Magazine)

Only \$18.00

GOOD VALUE

Stole & Dr

The Year Getaway

Only \$

It's Easy To Find Out If You're A Winner!

All you have to do is watch TV! We'll be announcing the winners of our super duper Grand Prizes and the 5 Million Dollar Bonus Giveaway sometime in September (or October) during channel 39's 4 AM Farm Report program in Bagboro, Montana! In order to protect your privacy, this is absolutely the *only* place and time we will be announcing the winners. See you in Bagboro!

Be Yours!

Any Day Now! 19 98!
\$5,000,000!!

\$5.00 A COPY

Family Disagreement

(8 domestic squabbles in every issue)

Only \$9.99

\$3.00 A COPY

U yest

Old That's i Only

OFFICIAL ENTRY CARD

SPECIAL COLOSSAL GRAND PRIZE STAMP HERE!

MAGAZINE STAMPS HERE

VERY SPECIAL PRIORITY STAMP HERE

THE STAMP THAT LOOKS LIKE FLORIDA HERE

AREN'T YOU GLAD WE DIDN'T DESIGN A STAMP THAT LOOKS LIKE THIS?

PUT YOUR VERY SMALL STAMP THAT YOU PROBABLY LOST HERE

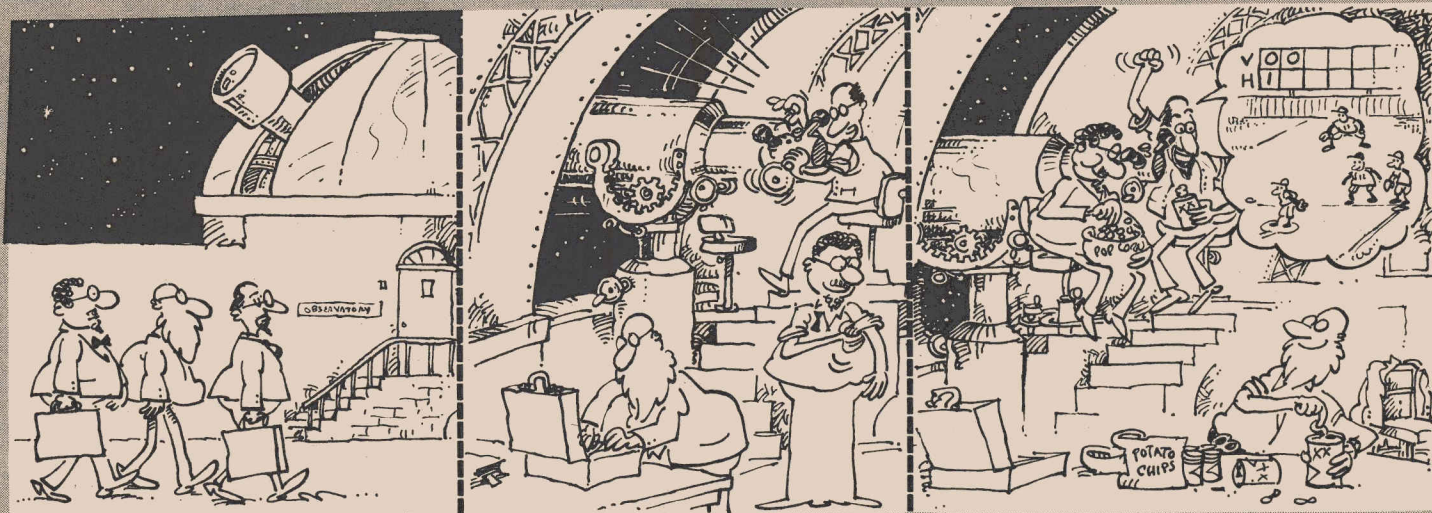
PLACE ANY STAMPS YOU HAVE LEFTOVER HERE!

☐ YES, charge me a lot more for the magazines than you said you would.

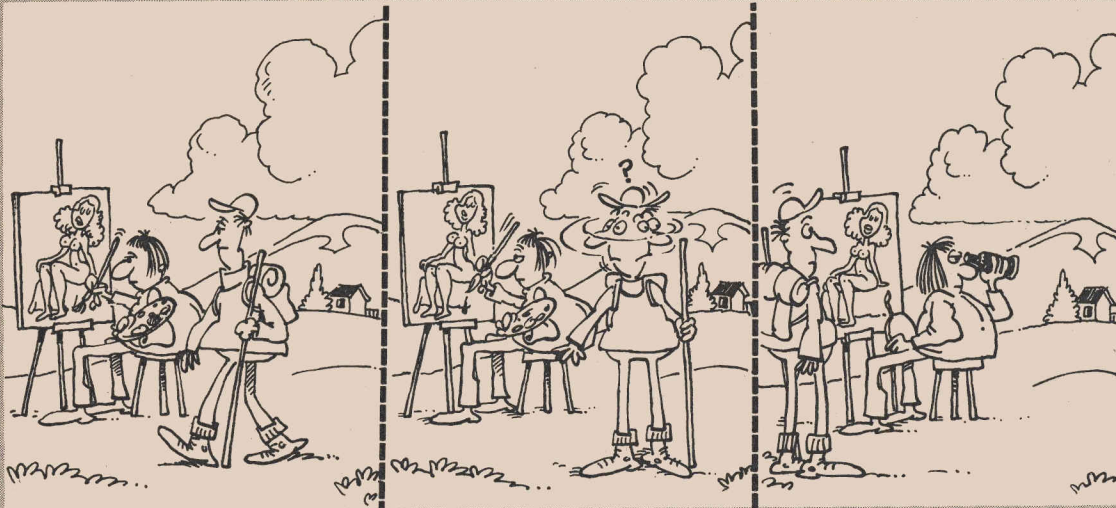
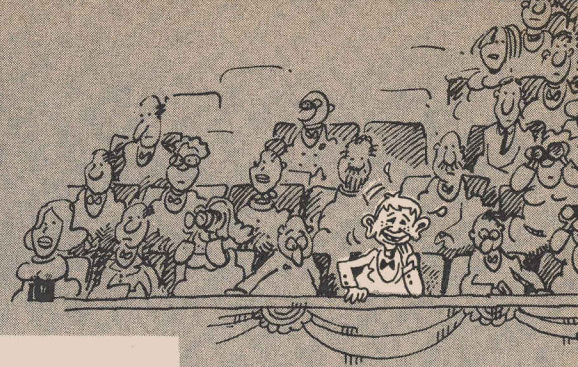
HOW TO ENTER

- 1.) If you are ordering magazines, affix a postage stamp and mail immediately!
- 2.) If you are only entering our sweepstakes and not ordering magazines, that's fine with us! Simply mail your entry to:
Yung Scrap Paper Company
Baktash
South Korea 80921

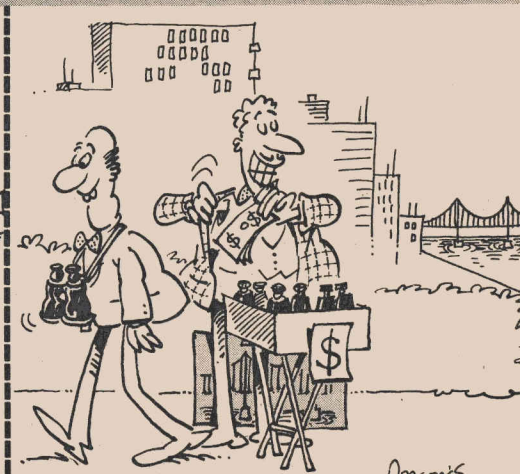
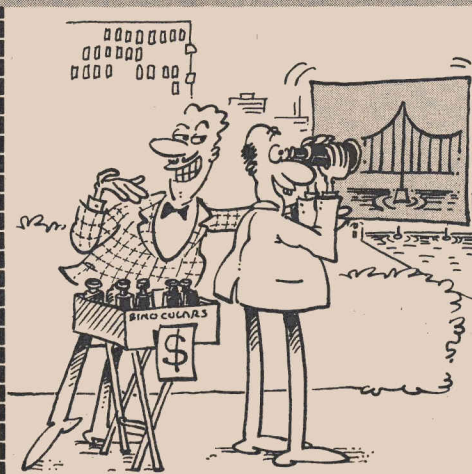
PLACE YOUR ADDRESS LABEL HERE



OPTICS



ARTIST AND WRITER: SERGIO ARAGONES



ARAGONES

the SAGA



It was many and many a year ago,
In the land of the brave and the free,
That a firm did arise and soon grew to great size,
And its name was AT&T;
But its foes cried, "Unfair! You can't hog the whole share!
"A monopoly's bad as can be!"
And they fought very tough and in time, sure enough,
They were breaking up AT&T.

Thus began a great war like no battle before,
With a dozen firms running amok,
You've got Sprint, MCI, sev'ral more shooting high
For a slice of the long-distance buck;
And they snow you with ads pushing trendy, new fads,
Like no hustle you ever did see;
Till you fall for their pitch and you're making the switch,
Waving bye-bye to AT&T.



Soon you're making a call to a guy in St. Paul,
When you're hearing a horrible screech;
So you dial him once more and are reaching a store
Selling kitchen supplies in Palm Beach;
So you're trying again and are getting through when
You discover your line has gone dead;
And you're fit to be tied, which is when you decide
That you'll write him a letter instead.

of AT&T

(with thanks to Edgar Allan Poe, who had some hang-ups of his own)

ARTIST: JACK DAVIS WRITER: FRANK JACOBS



Once a month you get ill from a 14-page bill
Full of charges you can't comprehend,
Plus a plan ultra-new, bringing savings to you
Just so long as more money you spend;
Everywhere that you look, there's more gobbledygook
As they tout Fiber Optics and such,
And you're cursing your luck and you feel like a schmuck
While your dollars they reach out and clutch.

Yes, they're making a haul when a Talk Line you call,
And you're ripped off at two bucks a pop;
Check the bundle you've blown for that self-destruct phone
You bought "cheap" in some ding-a-ling shop;
See that pile on the floor full of phone-books galore
That not even a Pack Rat would save;
When you're done, put your ear to the ground and you'll hear
Mr. Bell turning 'round in his grave.



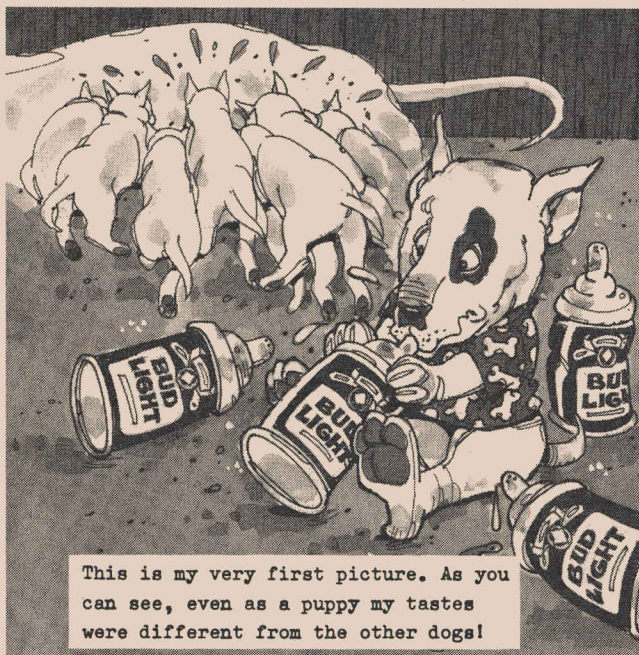
Now we're told all the time, it's a terrible crime
When some giant monopoly rules;
"Competition's the way," the economists say,
Which is what we are taught in our schools;
But from seeing the mess screwing up the U.S.,
Any imbecile plainly can see
Life was better back then in those ancient days when
We were screwed just by A T & T!

You've seen his TV commercials! His Posters! His T-shirts! His stuffed toys! But what about

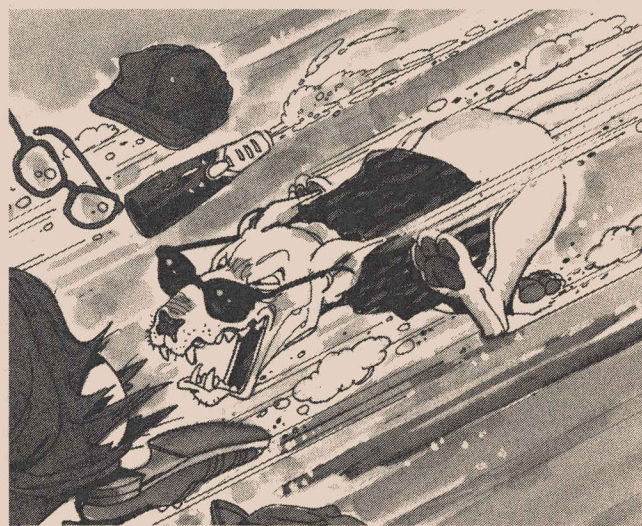
SPUDS MACKENZIE



ARTIST: BOB JONES



This is my very first picture. As you can see, even as a puppy my tastes were different from the other dogs!



Here I am chasing those two hayseeds who live next door. I think their names are Bartles and Jaymes or something. Everytime I bite them all they can do is say "Thank-you for your support." What geeks!



Ouch! When this snapshot was taken, I was trying to make my way home from a meeting of my local chapter of the ASPCA (the Association for Stupid Pooches Craving Alcohol)!

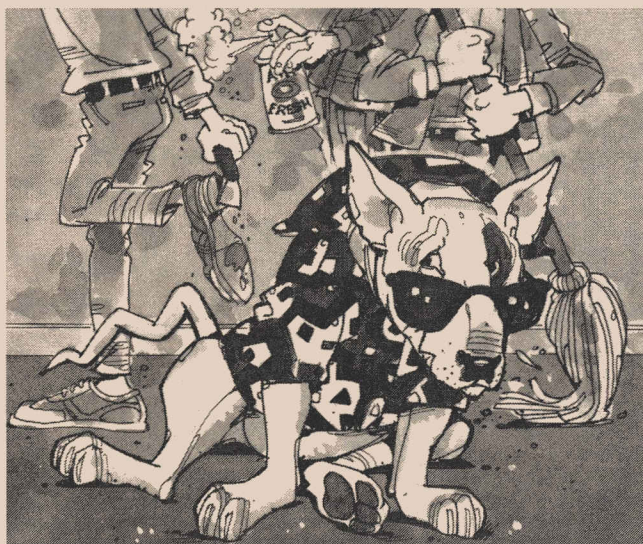


Can you spot me? I'm the one with the big cigar, surrounded by some of my hundreds of merchandising spin-offs. Like my idol P.T. Barkum said, "There's a litter of suckers bred every minute!"

the animal *behind* the ultimate party animal??? Here are some very candid snapshots from...

E'S PHOTO ALBUM

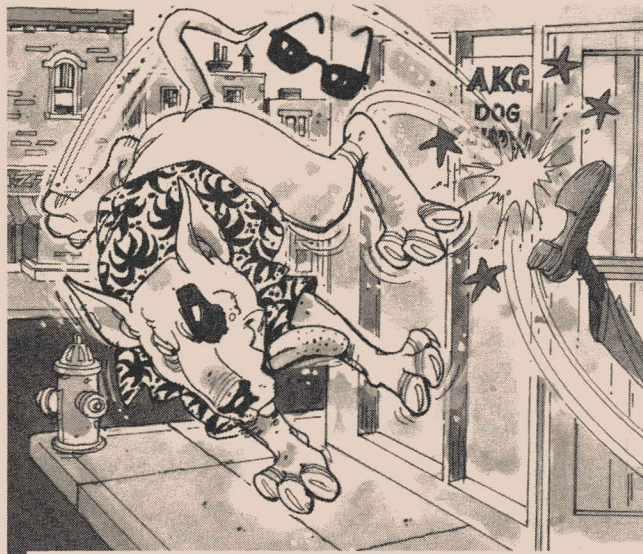
WRITER: CHARLIE KADAU



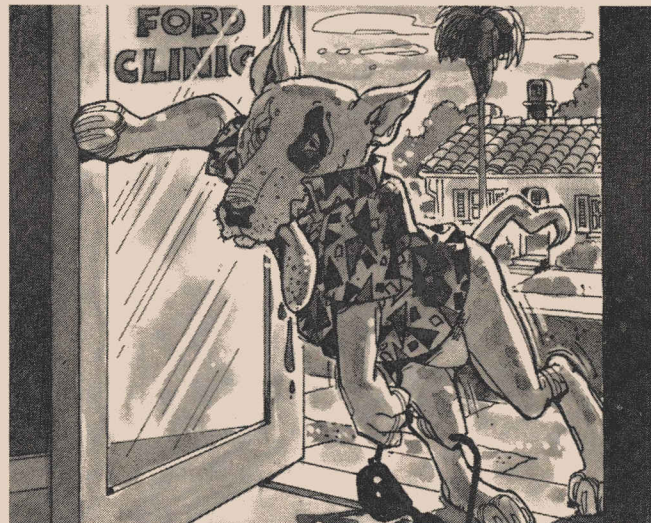
This was one night I wasn't the hit of the party!



This happens whenever I enjoy a frosty brew. I get some foam on my mouth and everyone starts running away shouting "Mad dog! Mad dog!" Well sure, my drinking is impairing my vision and brain functions, but I'm not rabid!



Some dog show! They kicked me out just because I didn't have my Kennel Club papers, and I was a shoo-in to win "Best Hawaiian Shirt in show."

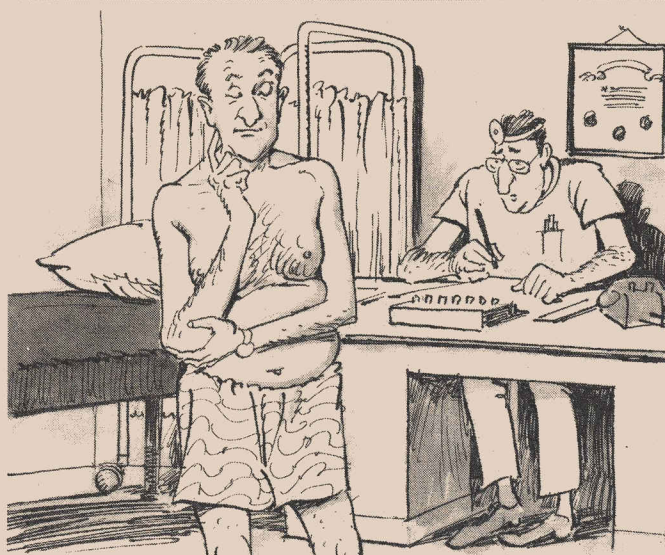


This is me entering the Betty Ford Clinic. Drinking was making my liver as big as a can of Alpo! It's boring here, but it was great seeing my good friends Liza and Chevy again!

Have you ever stopped to think of how many forms you fill out in the course of a year while applying for such varied things as charge accounts and medical care and school admissions? More important, have you ever stopped to think that most of the people asking the questions are the same ones who are also asking you to

IF "THEY" HAD TO FILL OUT

ARTIST: HARRY NORTH



NEW PATIENT'S QUESTIONNAIRE FOR AN UNFAMILIAR DOCTOR

Please cooperate by answering all of the following questions completely. Your assistance will better enable the new patient now awaiting treatment to diagnose your qualifications for messing around with the only body that he (or she) will ever have.

(P.S. Just this once, try writing legibly, as there is no pharmacist on hand to attempt to decipher your usual childish scrawl.)

1. Do you plan to show off by describing my condition to me in complicated medical jargon that you know I can't understand? _____
2. Do you plan to ask for a specimen, and then just stand there and wait, thus making me too nervous to give you one? _____
3. Is your examining table covered with that hard, slick paper that sticks to a person's sweaty body on hot days? _____
4. Do you customarily stick a tongue depressor so far back in a patient's throat that he tends to lose his cookies? _____
5. Will you look in my ear with a flashlight, just so you can get close enough to breathe germs on me that you picked up from your previous patient? _____
6. When giving injections, how many stabs must you usually make before finding a vein? _____
7. Give a phone number where I can reach you tonight after the treatment you provide this afternoon fails to work. _____



OIL COMPANY'S APPLICATION TO BECOME A CREDIT CARD APPLICANT'S OIL COMPANY

Since the motorist presenting this questionnaire has just been required to fill out a long, probing form in order to buy gas and service from your company on credit, it seems only fair that you should reveal a few of your deepest secrets, too. Therefore, please find an employee who can read and write, and instruct him to answer the following. Also, instruct him not to leave dirty smudges on the paper, like those he usually leaves on everything he touches.

1. Please explain why "Full Service" costs 12-cents a gallon more, when all I get for it is a dirty rag rubbed over my windshield. _____
2. Are credit card holders entitled to such preferential treatment as actually getting new spark plugs when they are charged for them? _____
3. How high must your prices go before you can afford to hire someone to mop your rest room floor once a month? _____
4. Do you plan to raise gas prices again next summer, solely because you know motorists will buy more then, no matter how much it costs? _____
5. Will you continue to lower the octane rating on your unleaded gas until every car requires the premium grade costing 20-cents a gallon more? _____
6. Why does your dealer in my neighborhood insist that I need eight quarts of oil to fill a five-quart crankcase? _____
7. Once I have my credit card, can I be waited on by that cheerful guy who does your TV commercials, rather than the grouch I presently get? _____

give them your money, your time or your trust? Well, now that you've stopped to think about it, don't you also think that matters should really be reversed, and you are the one who's entitled to do the questioning? MAD certainly thinks so! That's why we've prepared these nosy, fact-finding forms you'd sure enjoy using

T "YOUR" QUESTIONNAIRES

WRITER: TOM KOCH



POTENTIAL DEPOSITOR'S REQUEST FOR FULL DISCLOSURE OF BANKING COMPETENCE

This questionnaire is being presented to you by an ordinary working stiff who contemplates entrusting his life savings to your financial institution. Please take a moment to glance around at your employees, and imagine how nervous you would feel giving money to any of them. Then fill out this form in full.

(Note: Your answers to these questions will not be kept any more confidential than you keep the deposit figures of your customers when credit agencies come snooping around.)

1. If I have \$10,000 in my account, and try to withdraw \$50, how many of your people must vouch for my honesty before I get it? _____
2. Are your tellers specifically instructed to go on their coffee breaks whenever there are more than four people waiting in line? _____
3. Do you have one of those drive-in windows where the girl behind the glass can hear everything I say, but I can't hear her at all? _____
4. Why am I allowed only 20 minutes of free parking in your lot when you know that the simplest transaction will take twice that long? _____
5. If you really have \$500-million in assets, why can't you afford one workable ball point pen for use in filling out deposit slips? _____
6. Describe how your 73-year-old security guard with the thick glasses and the hearing aid plans to protect my money. _____
7. How many years must I have an account here before at least one of your tellers remembers having seen me before? _____



PROSPECTIVE EMPLOYER'S APPLICATION FOR JOB APPLICANT'S ACCEPTANCE

This vital form is presented by a potential employee who may soon have to start making changes in his leisurely life-style to go to work for your outfit. Naturally, this raises a lot of questions about your company's worthiness to ask for such a drastic personal sacrifice. Please take ample time to answer all of the following questions fully and truthfully. Failure to do so could result in my missing a chance to go to work somewhere else that has a better deal to offer.

1. How many weeks of paid vacation will I get the first year? _____
2. Can I take this vacation time before starting work, and if so, who do I see about getting paid for it in advance? _____
3. Must I actually show up for work at least once before phoning in sick, and starting to collect disability insurance? _____
4. Give names and department locations of three attractive members of the opposite sex who are currently hot to start a new relationship. _____
5. Will someone be assigned to punch my time card for me on days when I am late, or must I make my own arrangements for that? _____
6. List some items of value that employees can safely carry out of the building without being stopped by the guard at the front gate. _____
7. If I start next Monday, how soon can I retire with full benefits? _____



POTENTIAL COUNTRY CLUB JOINER'S REQUEST FOR MUTUAL DISCLOSURE OF INFORMATION

While your Membership Screening Committee is naturally concerned about admitting an applicant whose character, morality and community standing may not measure up to your standards, it is equally true that the applicant presenting this questionnaire isn't sure he wants to associate with you either. Therefore, please be advised that said applicant doesn't intend to write his check for membership fees until your club officials have written their answers to the questions on this form.

1. Can I assume that you asked all those personal things about my religion because you want to be sure I don't have any, and will thus be available to play golf with you on Sunday? _____
2. I notice that you've had trouble finding black people who want to join your club. Would you like my help in finding some for you? _____
3. As community leaders, don't you feel obligated to tell the police that club members gamble for real money on your golf course? _____
4. In reference to Question Number 3, shouldn't your police report also mention the gambling in your card room? _____
5. Is that guard at the gate supposed to keep non-members from entering, or to keep members from leaving when they're too drunk to drive home? _____
6. What does your Pro Shop do with all the money it makes selling 75-cent golf balls for three-dollars apiece? _____
7. Did you ever stop to figure that I could play 800 rounds of golf a year at a public course for less than you charge in annual dues? _____



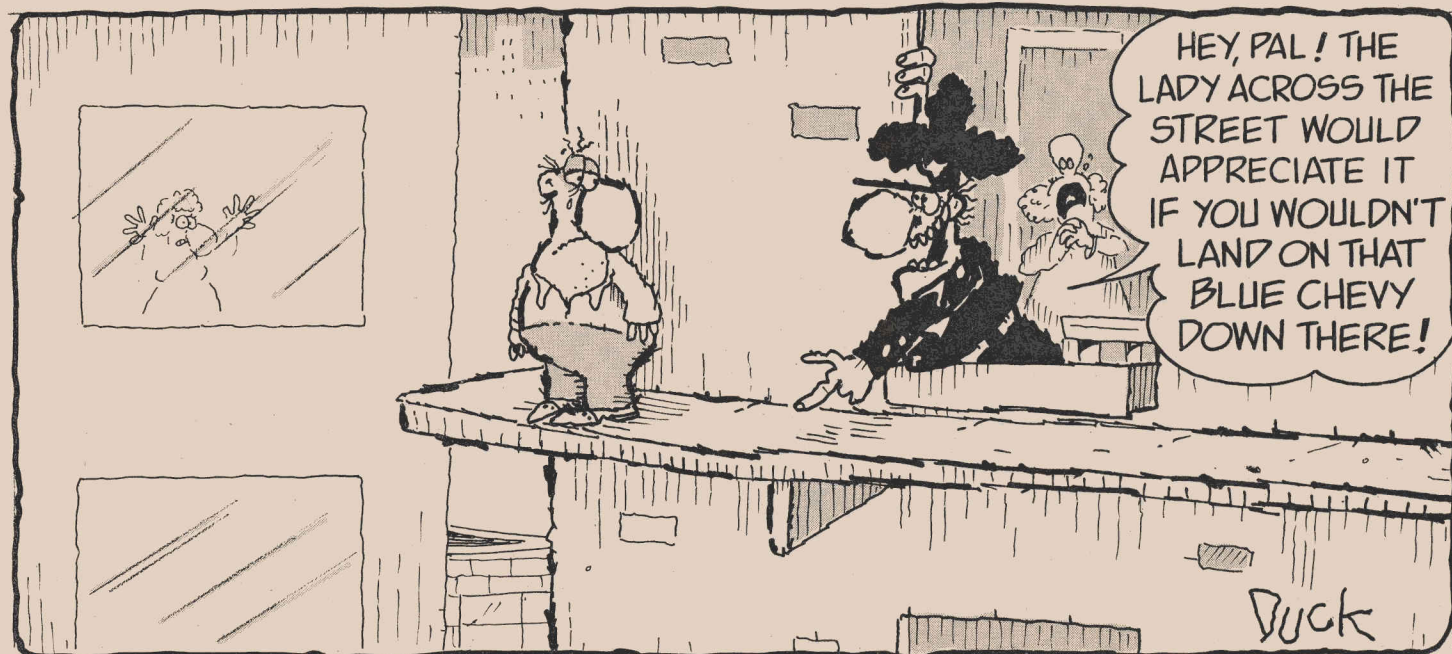
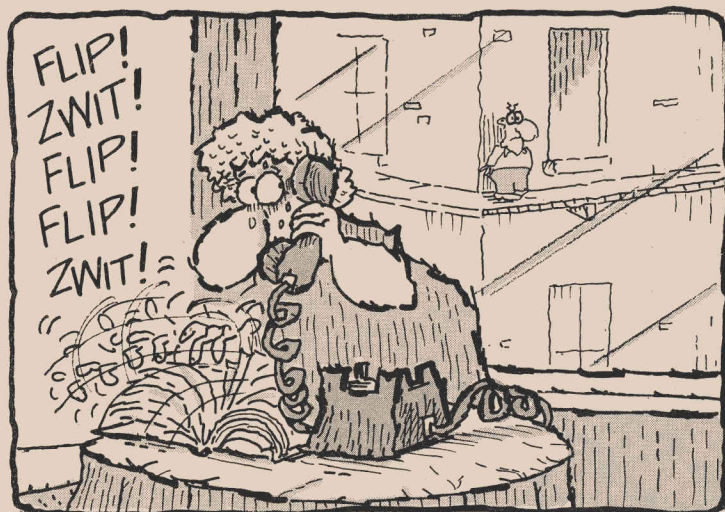
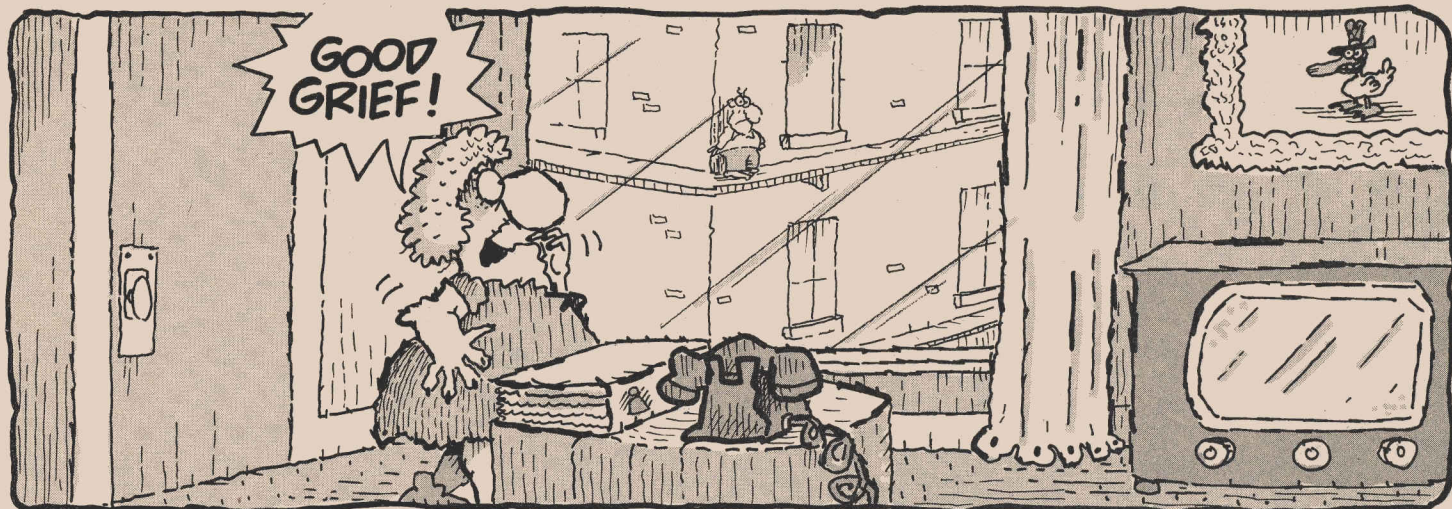
CAMPUS ADMINISTRATORS' STUDENT ACCOMMODATIONS TEST

READ ALL INSTRUCTIONS BEFORE
ATTEMPTING TO ANSWER QUESTIONS!

This S.A.T. Exam is being given to selected college administrative personnel and professors by a recent high school graduate who has the tuition money your school needs. Therefore, acceptable answers to all questions are of utmost importance if you hope to enroll this desirable young person. This S.A.T. may determine the whole future course of your life. So don't get nervous and blow it all by choking up.

1. Do your dormitories have any Freshman Restrictions, such as a curfew requiring me to be in by breakfast time? _____
2. Is there an adequate number of students of the opposite sex on campus, and, if not, what steps are being taken to correct this? _____
3. Does your library have plenty of dimly lit, secluded corners where I can take a date on occasions when I can't afford a motel room? _____
4. How far off campus (plus or minus one block) is the nearest tavern employing a bartender who never checks I.D.s? _____
5. Name at least three potential All-American football players who have signed letters of intent to enroll at your school next fall. _____
6. Are your faculty members specifically instructed not to give hard homework assignments that might interfere with my social life? _____
7. Use this space to give your sworn assurance that you can get me a job paying at least \$30,000 a year following my graduation. _____

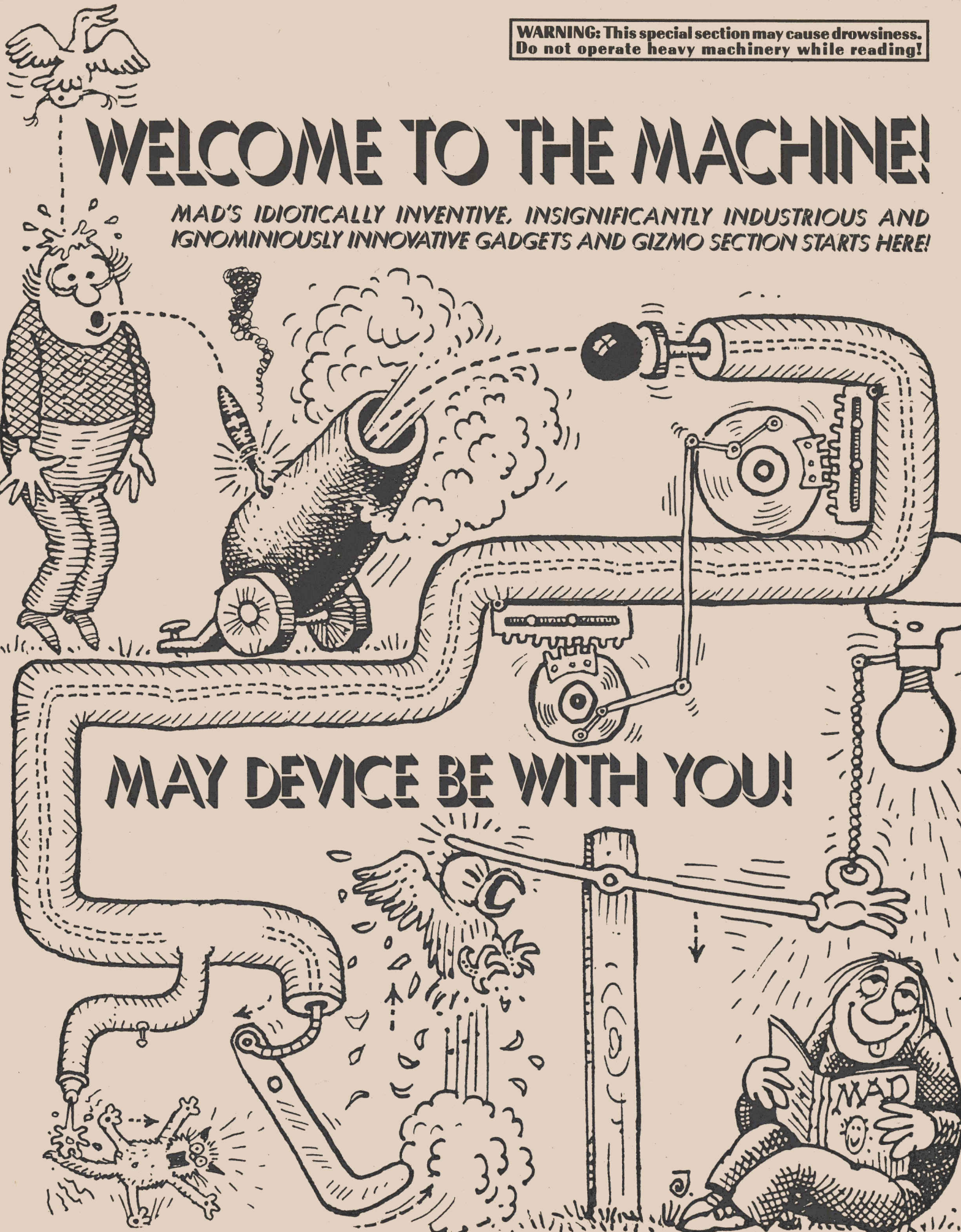
THE STUPEFYING SUICIDE SITUATION



**WARNING: This special section may cause drowsiness.
Do not operate heavy machinery while reading!**

WELCOME TO THE MACHINE!

*MAD'S IDIOTICALLY INVENTIVE, INSIGNIFICANTLY INDUSTRIOUS AND
IGNOMINIOUSLY INNOVATIVE GADGETS AND GIZMO SECTION STARTS HERE!*



MAY DEVICE BE WITH YOU!

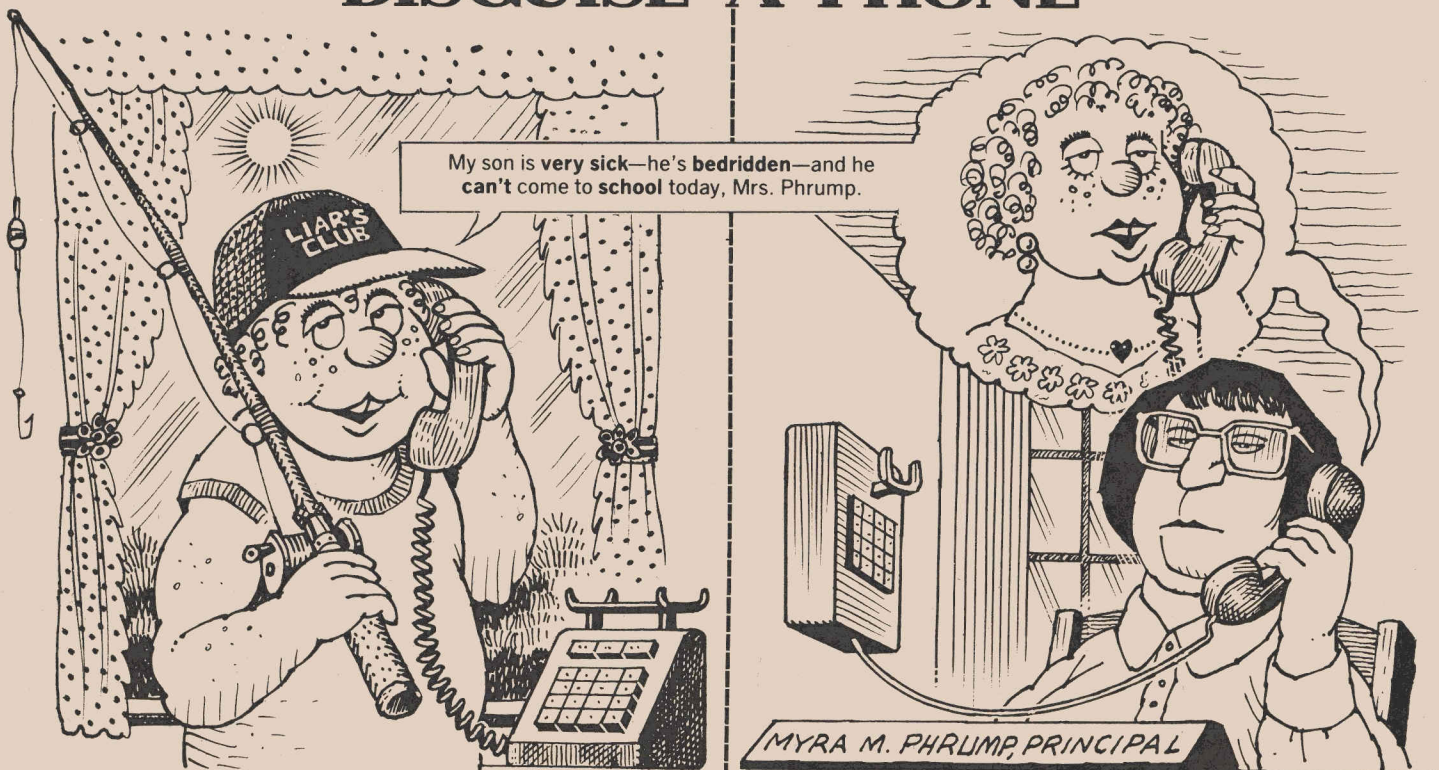
Used to be, only the phone company was in the phone business. But that made too much sense! So the government opened the field to anyone who could make the sound of a dial tone! The hot competition led to new services, like "memory dialing" and "call forwarding." We at MAD bet things will get even more advanced—or, as we like to say, "They have the technology; they can make it better!" Or can they?? Judge for yourself as you take a look at some of the

FUTURE PHONE GIMMICKS WE EXPECT TO SEE

ARTIST: AL JAFFEE

WRITERS: DICK DEBARTOLO AND AL JAFFEE

DISGUISE-A-PHONE



One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

DISTORTION-PHONE

If all your old friends live out of town, you probably spend hours and hours on the telephone. But you probably **hate** outrageous phone bills! Get Distortion-Phone!



Call your friend long distance and switch on Distortion-Phone. Speak normally. Its special circuits make your voice almost unintelligible.



That's all there is to it! Sit back and relax. Your friend calls you back, and you only pay for the 20-second initial call!

TRANSLATE-A-PHONE

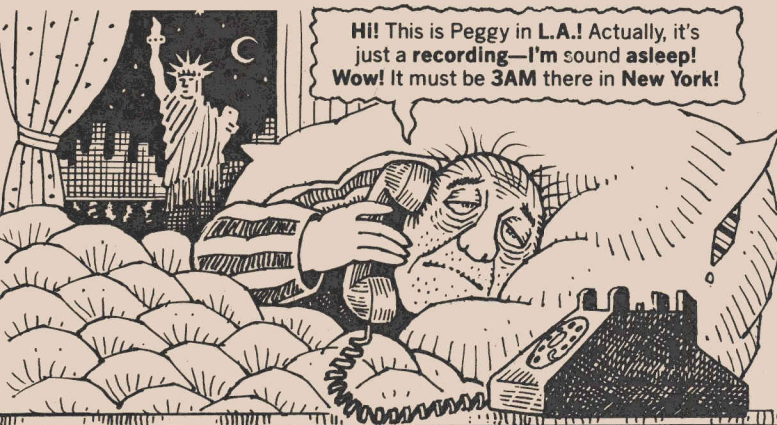


Hello, Moishe's Kosher Deli? Send up two knishes, one matzo ball soup, and...



With so many foreigners in the U.S., phone conversations are getting confusing, if not impossible! This little invention makes crazy vowels fun. It translates any language from speaker to receiver, and vice versa, faster than you can say, "Tomber my pantalon!"

PROXY-PHONE



Hi! This is Peggy in L.A.! Actually, it's just a recording—I'm sound asleep! Wow! It must be 3AM there in New York!

Get to bed before 11PM and still save on long distance. Proxy Phone will place the call for you after rates go down. Just pre-record your message and program the number you want called. Great for beating the difference in time zones!

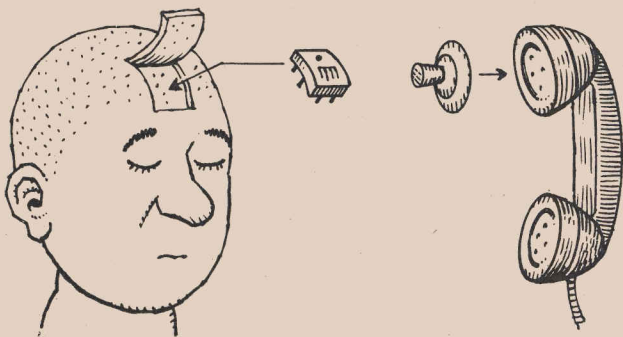
METER-PHONE

The donkey ran out when the cops arrived—can you believe it?! Jim was still unconscious and he was sitting on my—*CLICK!



Time is money! Keep track of every last penny with Meter-Phone. It tells you second by second how much you're spending. End mindless chatter. Set the alarm at a certain amount, for example, and cut your sister off at \$2.00!

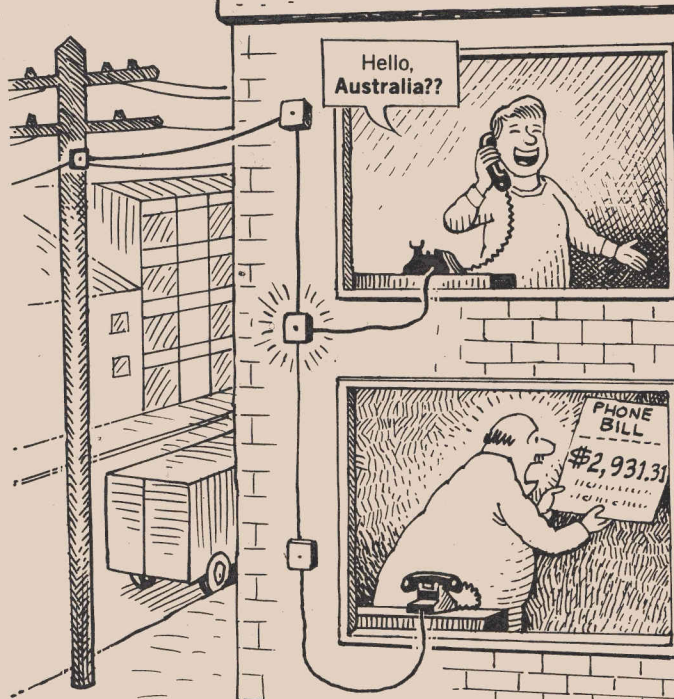
THINK-PHONE



Enjoy total privacy during calls. A surgical technique, similar to the one used for pace-makers, implants a tiny Think-Phone receiver/transmitter in the skull. Calls are made over thought waves. A must for spies, obscene phone callers and slobs who talk with their mouths full!

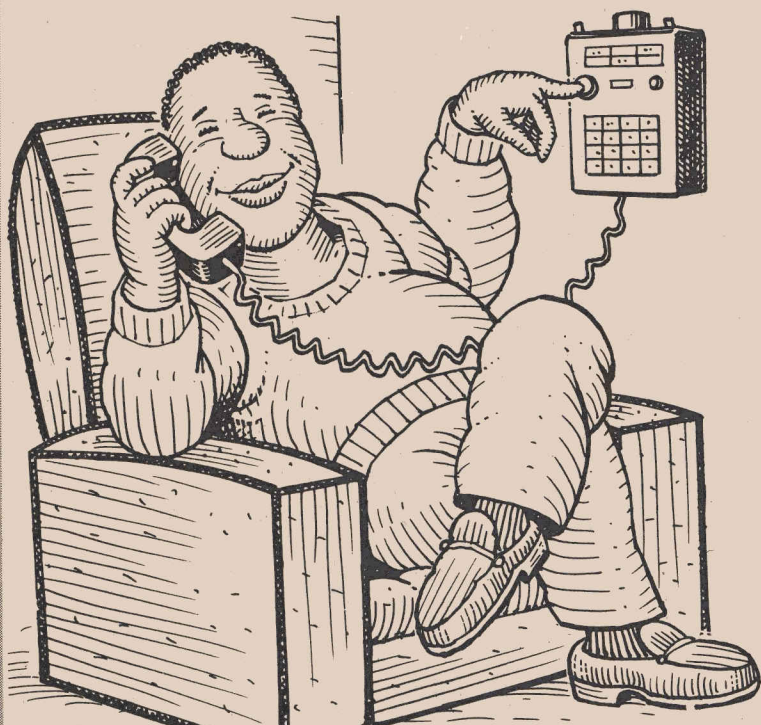


TAP-A-PHONE



This money-saving device looks exactly like a piece of phone company equipment—but it's really a remote receiver. When it's clamped on someone else's line, you can make as many calls as you like, and the charges go to the tapped party!!

DESTRUCT-A-PHONE



This handy attachment should cure certain phone abuses that have become all too common. Its special circuitry activates the moment a caller is put on "hold." If five minutes pass and the caller is still waiting, a severe electrical charge surges through the phone lines, shattering the telephone of the schmuck who put you on "hold." (The Deluxe model can be set to explode at the first sound of Muzak.)

Do you know how to tell the time?

Of course, I do! You think I'm a baby!?!

Then, what time is it?

Uh ... er ...

Well, according to that thing, it's 123456789101112 o'clock!

I thought you said you could tell time!

I can!! But I only know DIGITAL time!



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

GAD

What the heck is THAT thing?!

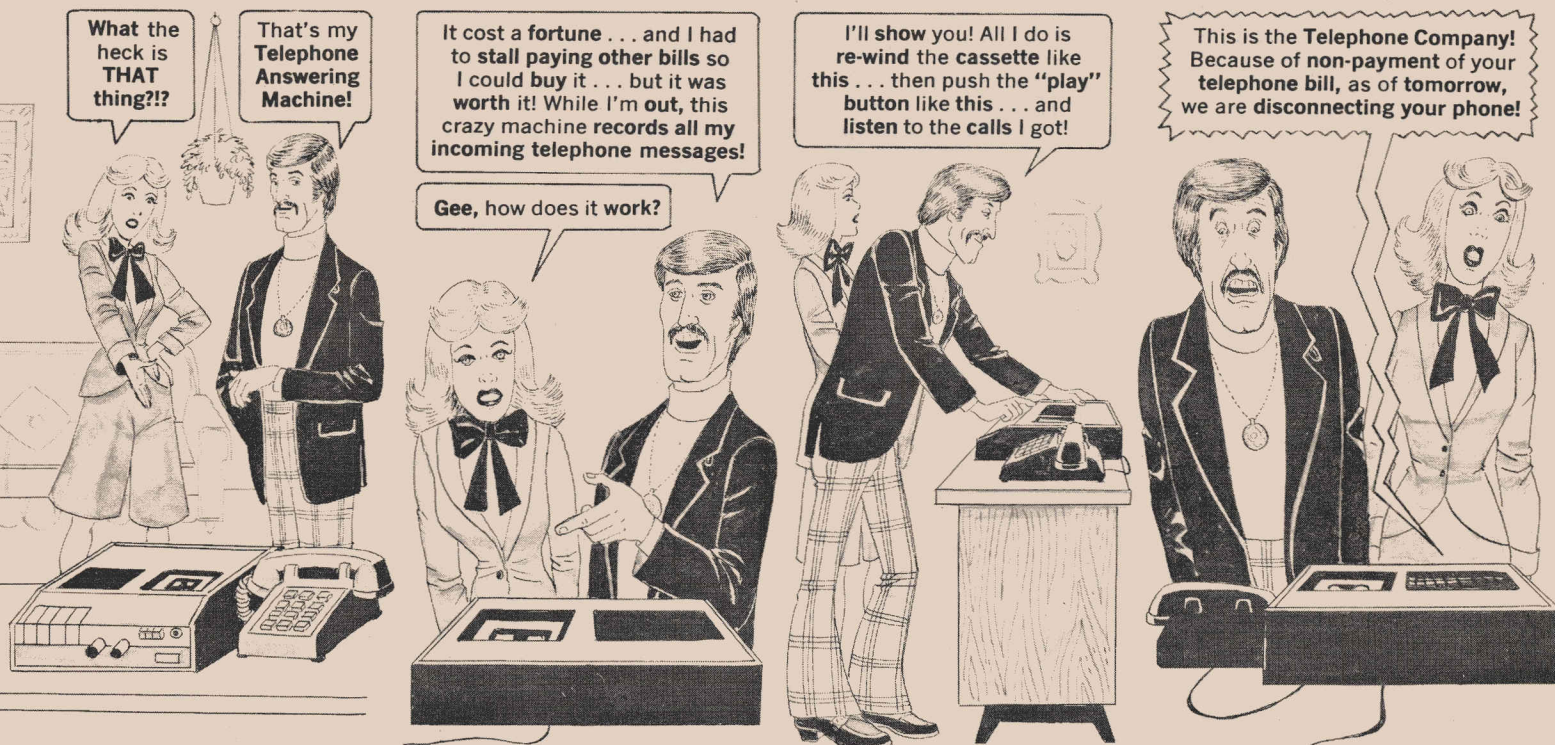
That's my Telephone Answering Machine!

It cost a fortune ... and I had to stall paying other bills so I could buy it ... but it was worth it! While I'm out, this crazy machine records all my incoming telephone messages!

Gee, how does it work?

I'll show you! All I do is re-wind the cassette like this ... then push the "play" button like this ... and listen to the calls I got!

This is the Telephone Company! Because of non-payment of your telephone bill, as of tomorrow, we are disconnecting your phone!



Listen, everybody! I installed a smoke detector! Some time tonight, we're going to test it and have a fire drill! When you hear the alarm, get out of the house!!

Cigarette smoke doesn't set it off!

That's why I'm lighting this piece of paper!

Okay . . . everybody! Out of the house!!

Well, at least we know the alarm works!



GETS



WRITER & ARTIST: DAVID BERG

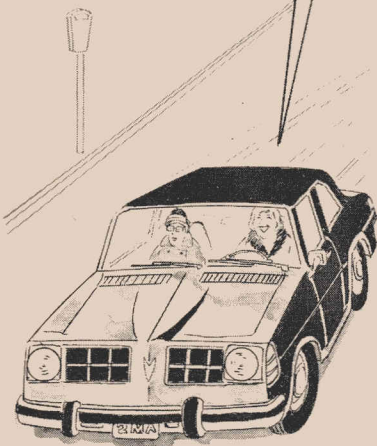
I've got this marvelous new "Touch Command Timer" that's computed to turn things "on" when I'm not at home!!

It turns on the lights . . . it turns on the water sprinkler . . . it turns on the radio . . .

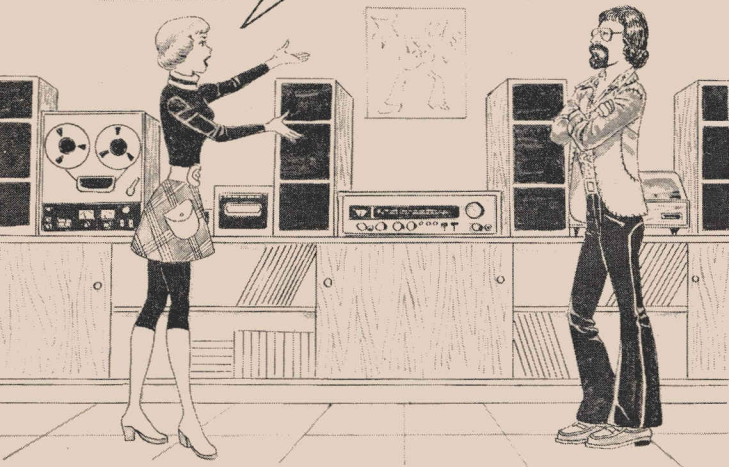
It even turns on the electric oven and starts dinner while I'm away!

If it does all that . . . why are you rushing home?

I forgot to turn it on!!



What's going on here? First, you bought a stereo receiver and two loudspeakers! Then, you added a record player! Then, you added a reel-to-reel tape recorder! Then, you added an 8-Track, a cassette player and two more loudspeakers! When will it end?!



You see the back of this receiver ... where there are a bunch of plug holes for various component parts?

Right ...



It'll end when I run out of plug holes!



Here we are, both finished with our day's fishing ... and all I have to do is take this compact fishing gadget, fold it up, and stick it into my pocket ...

... while you're loaded down, carrying that big clumsy rod, that heavy reel, a tackle box full of hooks and flies ...

... a gaff, a net and all that foul-weather gear!

You're right! I am loaded down, carrying all this stuff!

Especially with this big pail of FISH!!



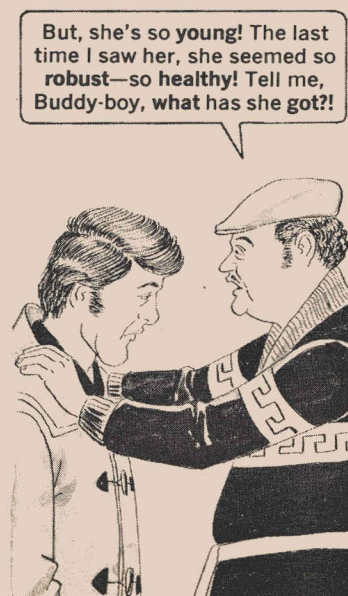
Arnold, baby, you look like you've got the weight of the whole world on your shoulders! Why the hangdog expression? What's eating you, anyway?

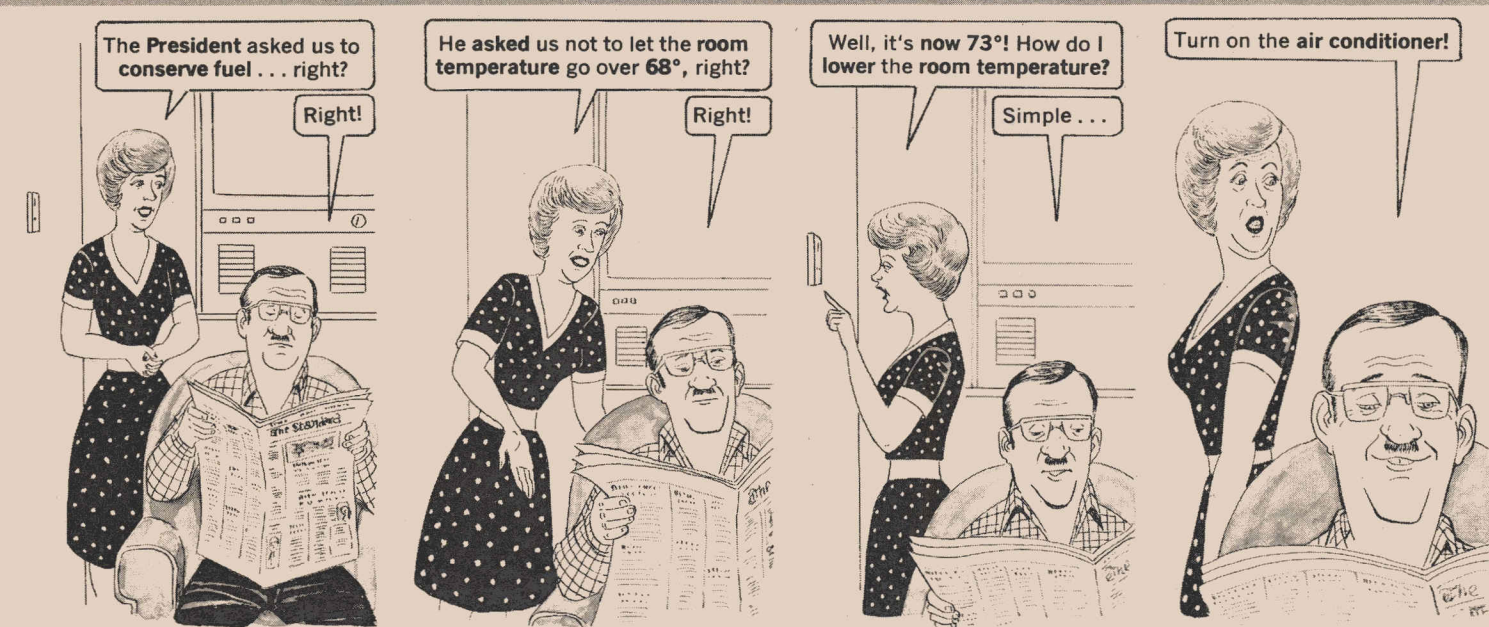
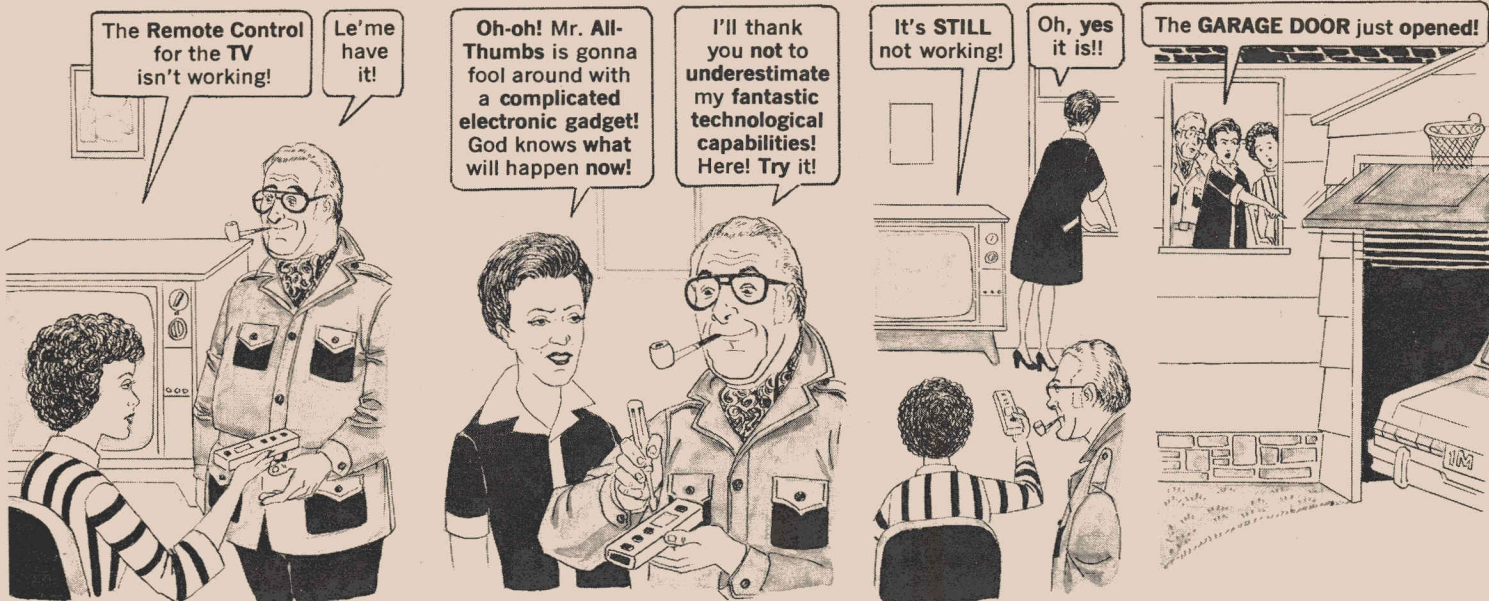
I've got troubles! Big troubles! I'm terribly worried about my Wife!!

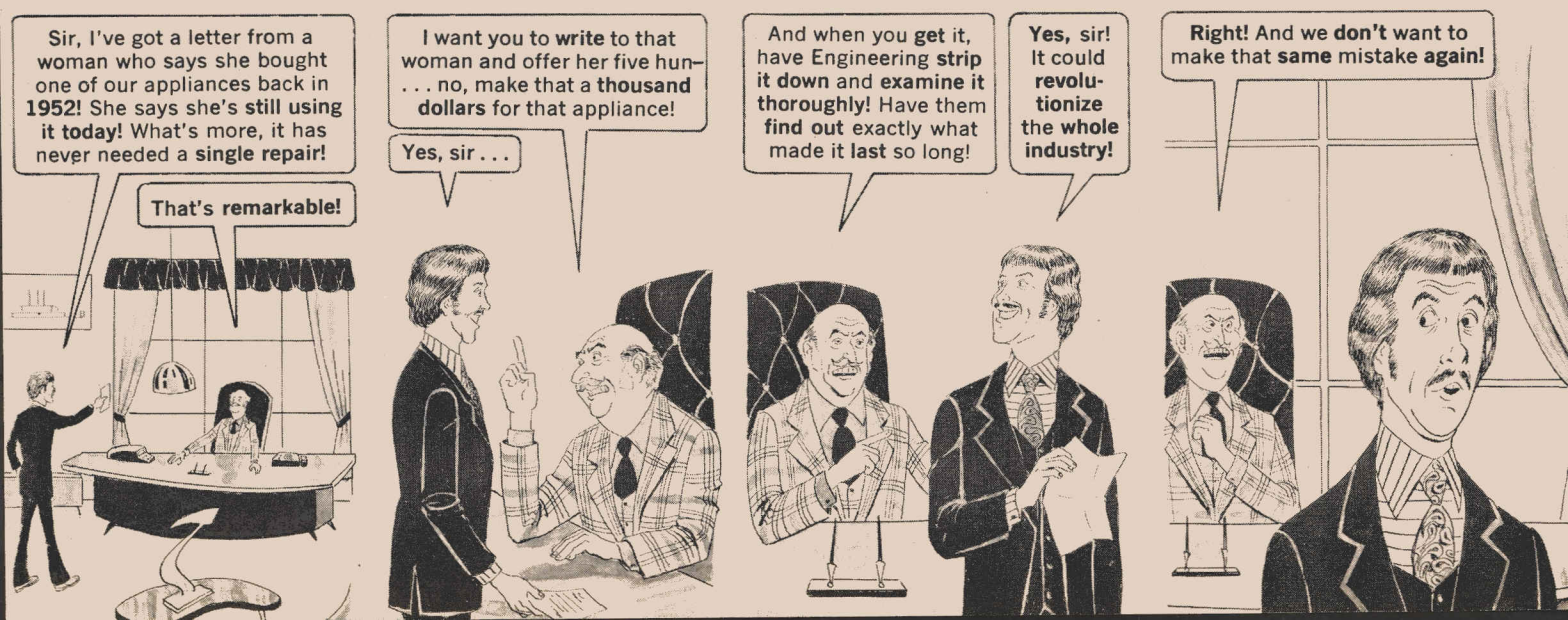
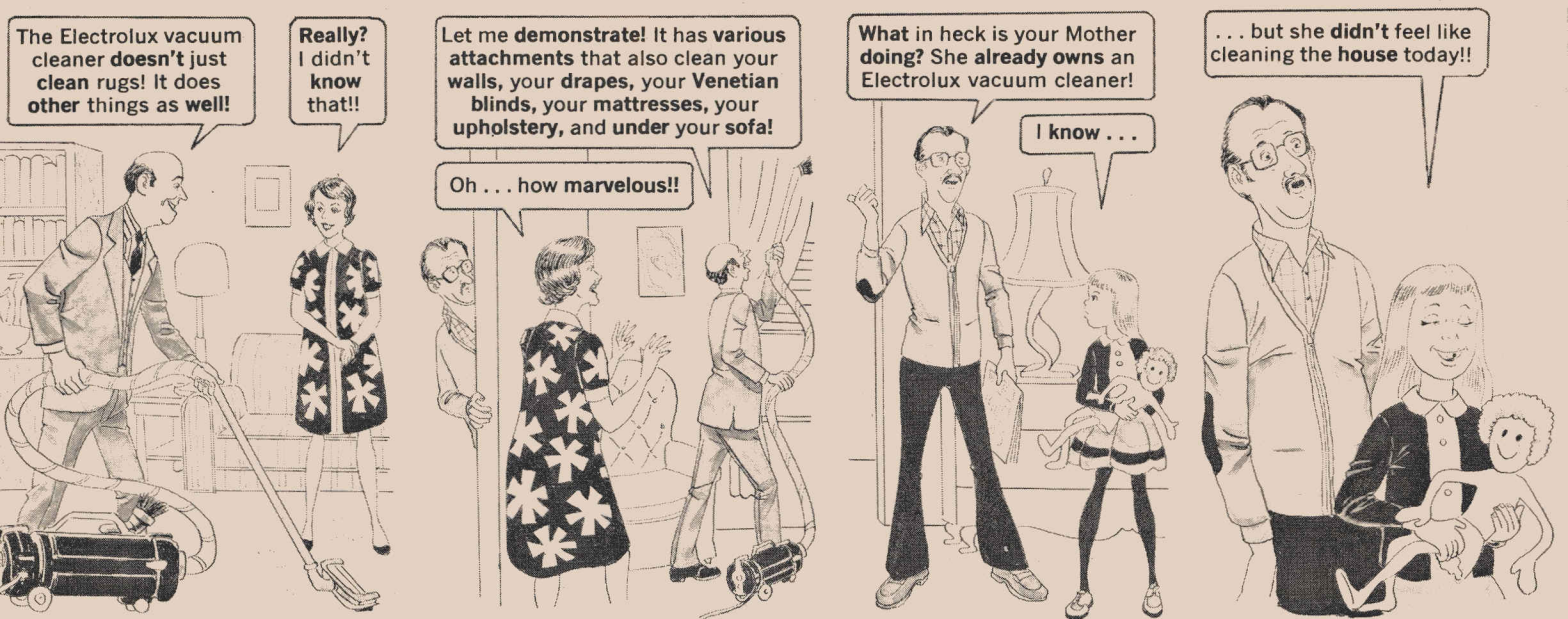
Your WIFE!! Oh, my Lord!!

But, she's so young! The last time I saw her, she seemed so robust—so healthy! Tell me, Buddy-boy, what has she got?!

My brand new \$14,000 car!







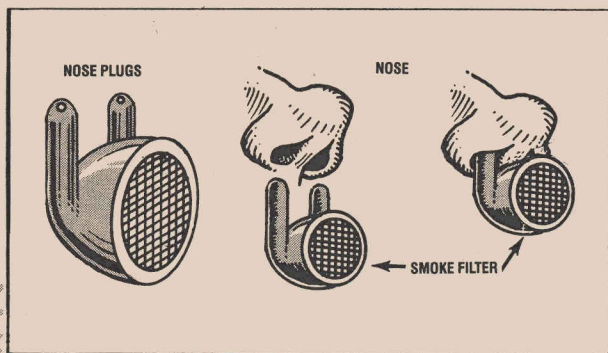
ALL JAFFEE DEPT.

When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense and so on. But for most of us, this is meaningless. After all, how often do we have a need for a microprocessor-driven, laser-guided ingot-splitting device? For the kinds of problems *we* face, we'd much rather have (and desperately want!) these...

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

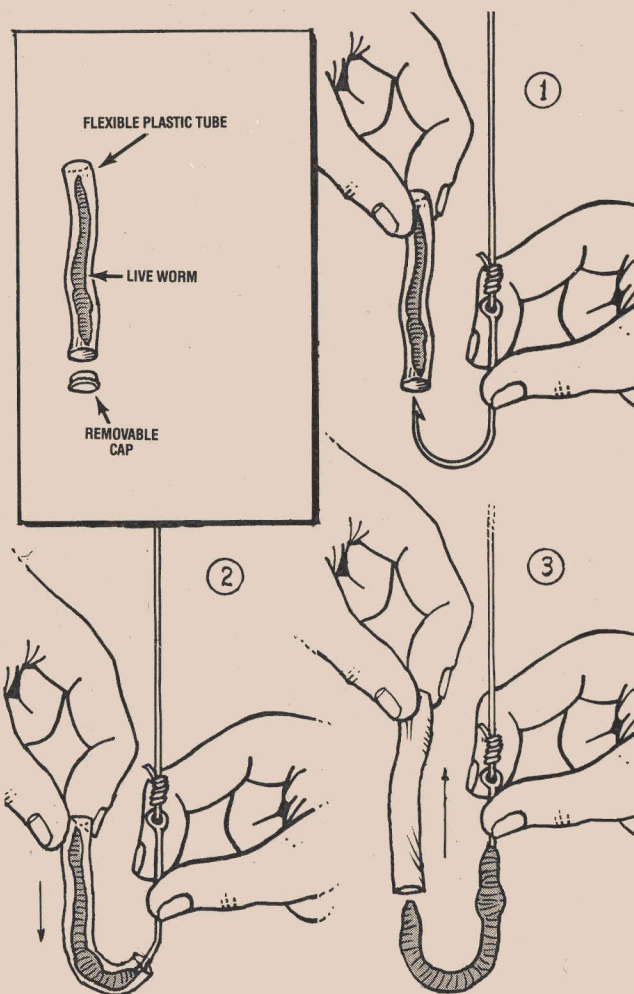
ARTIST AND WRITER: AL JAFFEE

THE NOSE HOSE



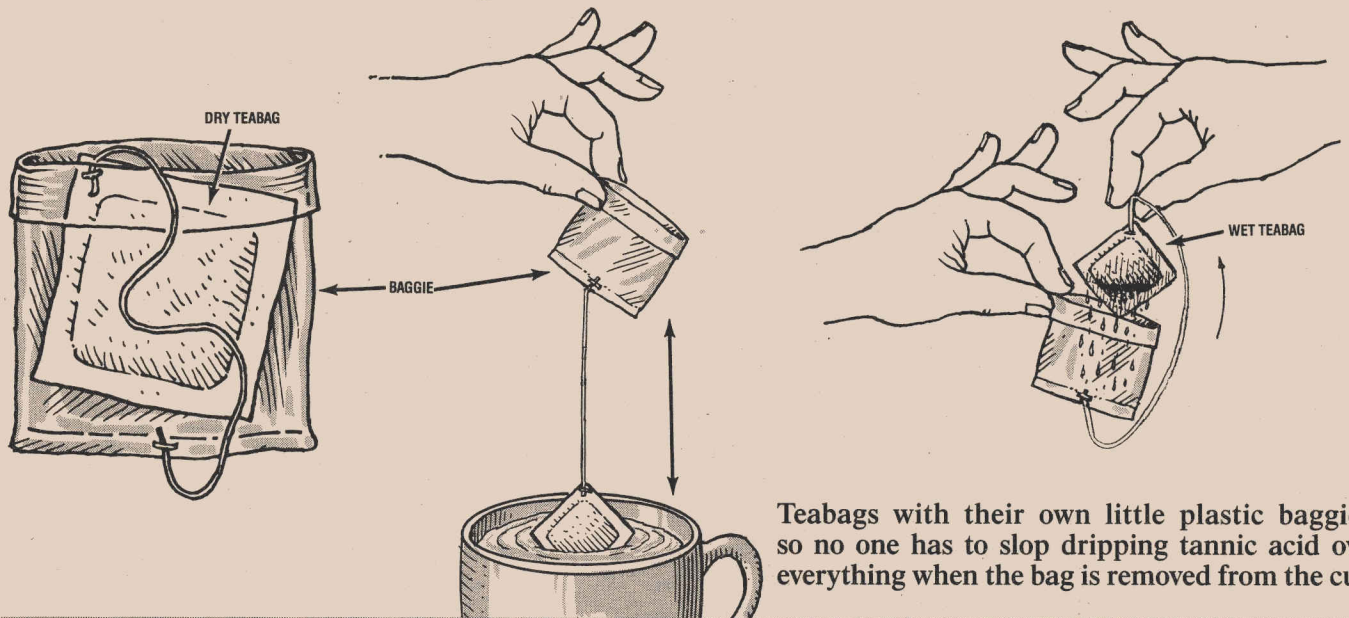
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

THE FASTER MASTER BAITER

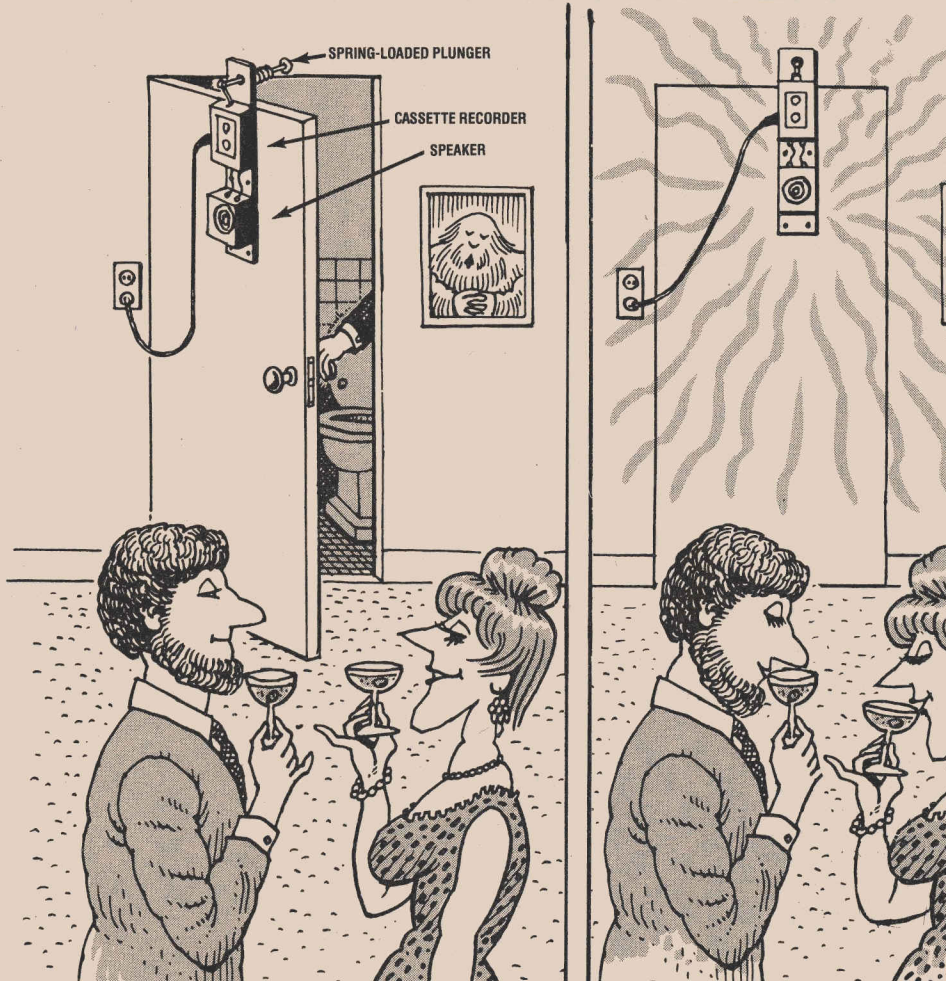


Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

THE NO SNAG, NON-SAG TEA BAG BAG

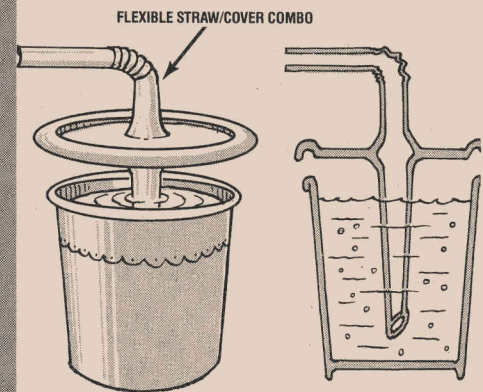


THE BATHROOM "BLASTER" MASKER



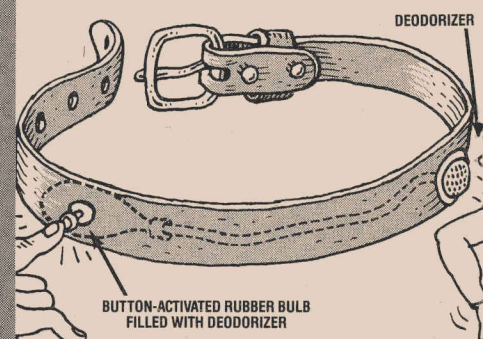
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP NO.



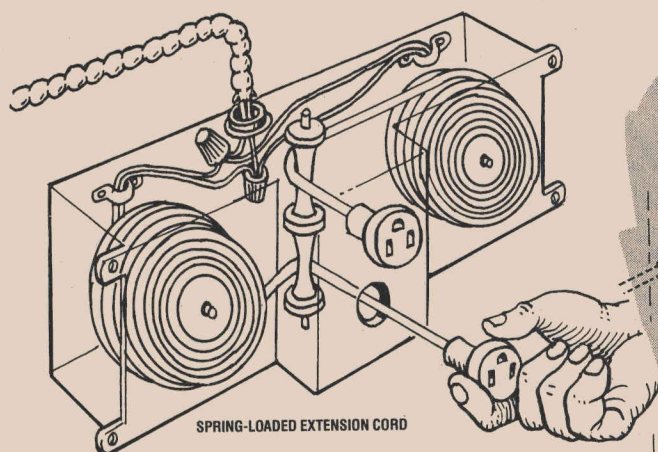
Take-out soda cup covers with built-

THE STENCH

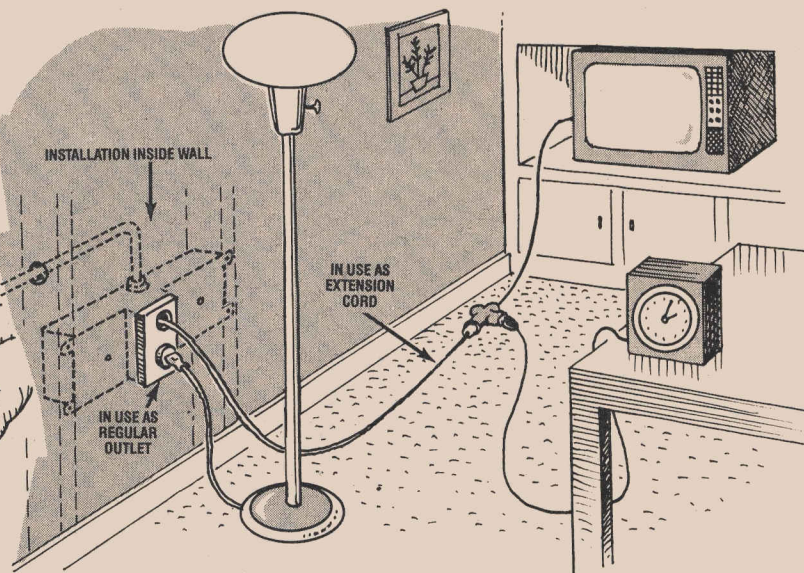


A belt that, at the push of a button, releases strong deodor-

THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.



DRIP SIPPER



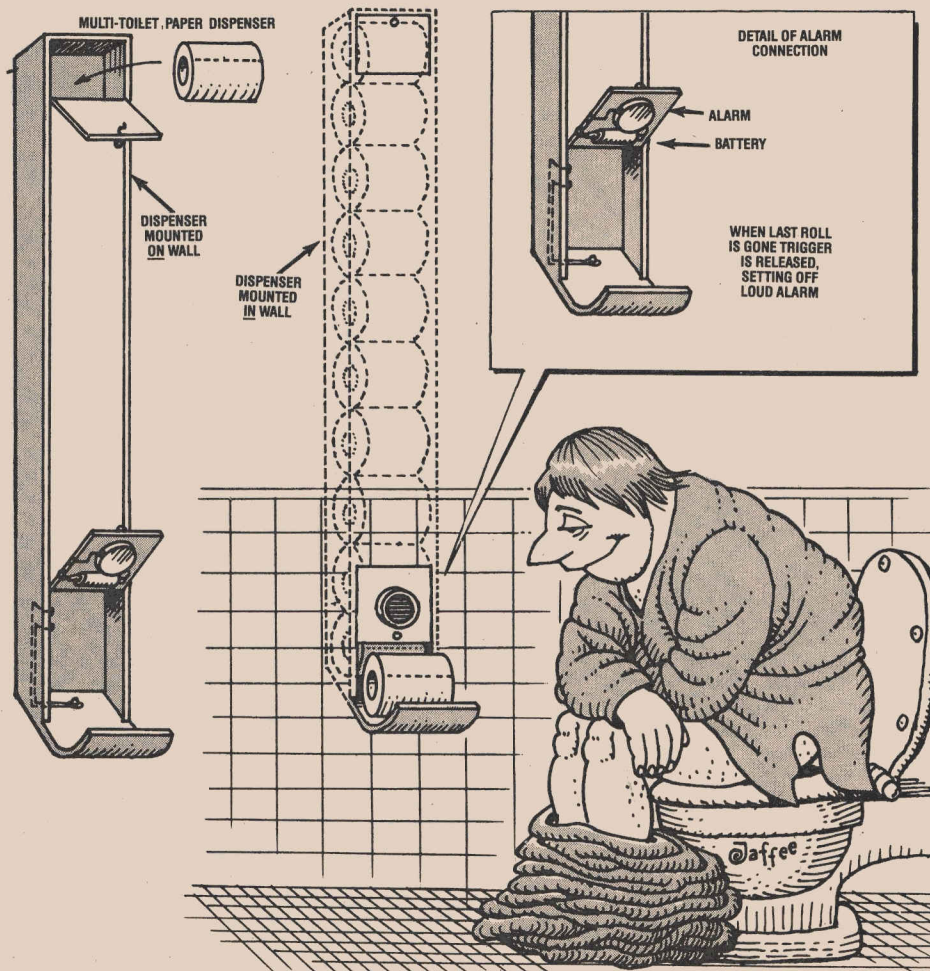
in straws for safe use while driving.

I QUENCHER



ants that mask foul smells when stuck in a hot crowded place.

THE NO-PANIC PAPER PURVEYOR



A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.

There was a movie out this summer in which the main characters caused violence, torture, death, anarchy and senseless property damage—and they were the good guys! The bad guys were responsible for even *more* misery and wreckage! But the destruction caused by the good guys and bad guys combined was nothing when compared to the incredible carnage caused by...

Bones, here at C.O.P. Security we need to come up with an indestructible machine to stop the lawlessness in this town. But that was the worst demonstration of an automated enforcement droid I've ever seen!

You think it's imperfect just because it killed ONE innocent employee?!!

I think it's imperfect because it didn't automatically clean up the mess after it killed the employee! I want full automation in all our products!

Send the medics! Jenkins has been annihilated by our latest droid! Where's the body? In the conference room...and in the hallway...and on the ceiling...and under the rug and...

C.O.P.
CLONES
OUR
PRODUCT

DROID
MODEL
#487

What a fiasco! When will they invent a mindless, servile, insensitive robot?

It has been invented! It's called a politician!

EVEN IF THEY DID HEAR US IN THE WALLS, I'D CALL THIS OVERKILL!

I've come up with my own protective droid but I need a dead cop to make it a working model!

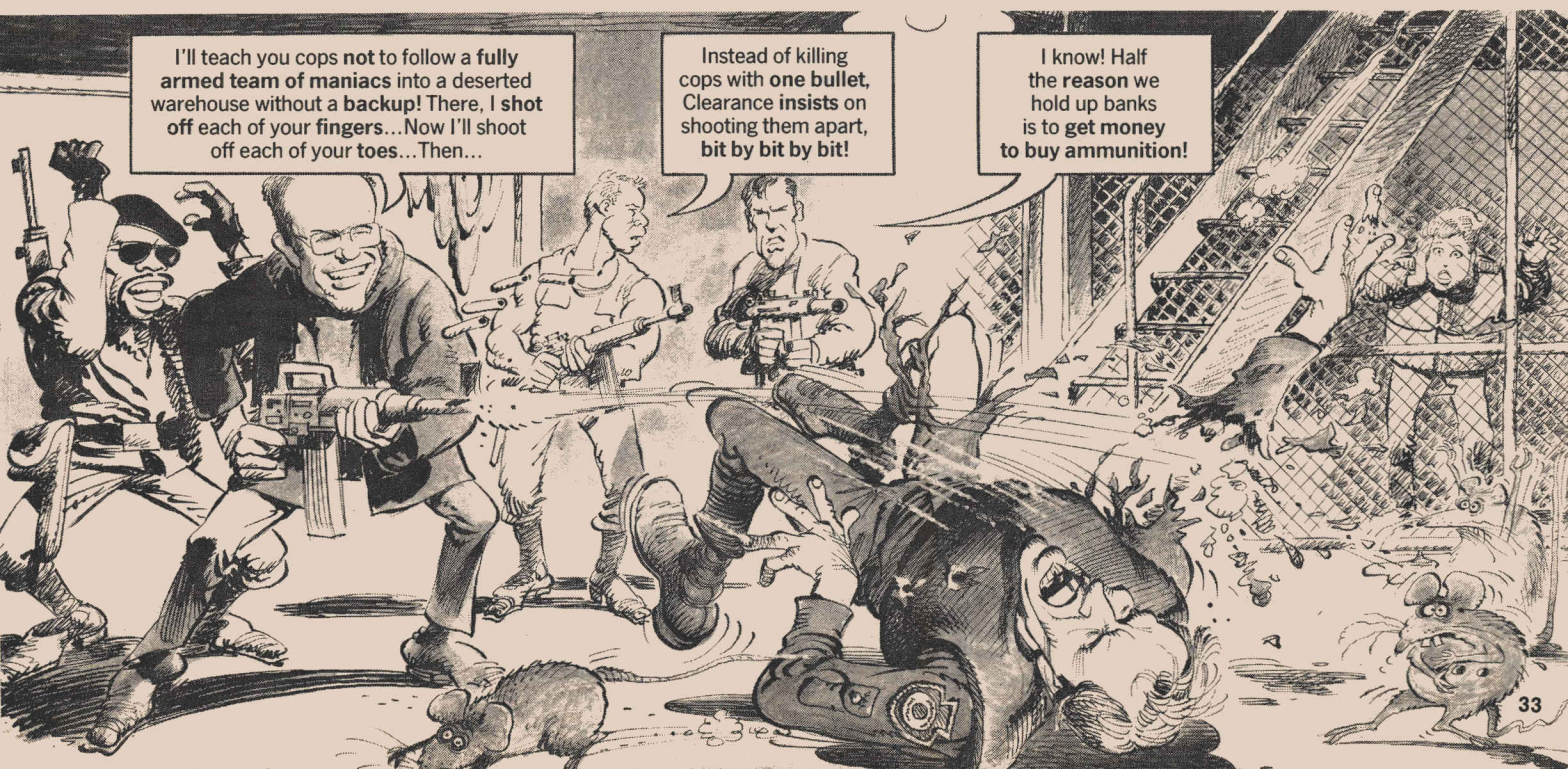
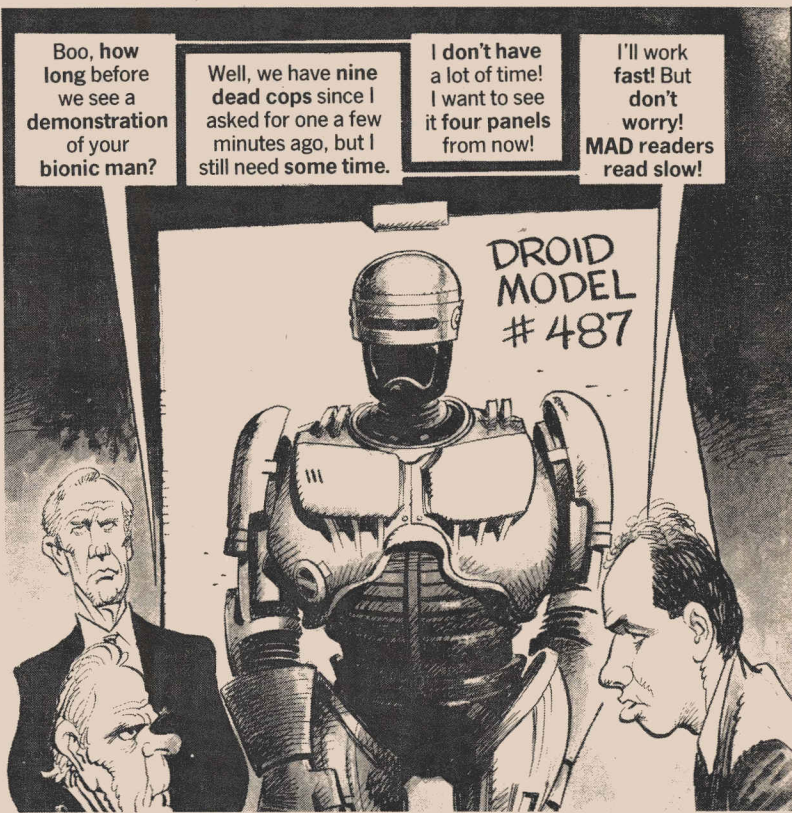
In this town, we should have a dead cop for you in about 30 seconds!

DRUCKER

ROBO SLOP

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



This is Officer Loser! Officer Murky's been shot up bad!

We'll send an ambulance to pick him up!

Don't bother! There's not that much of him left! You'll be able to sop him up with a "police blotter"!

We've given him a bionic arm, two bionic legs and a bionic brain, but we don't have enough power to shock him back to life!

Show him his bionic bill!

Look, you're right... he works!

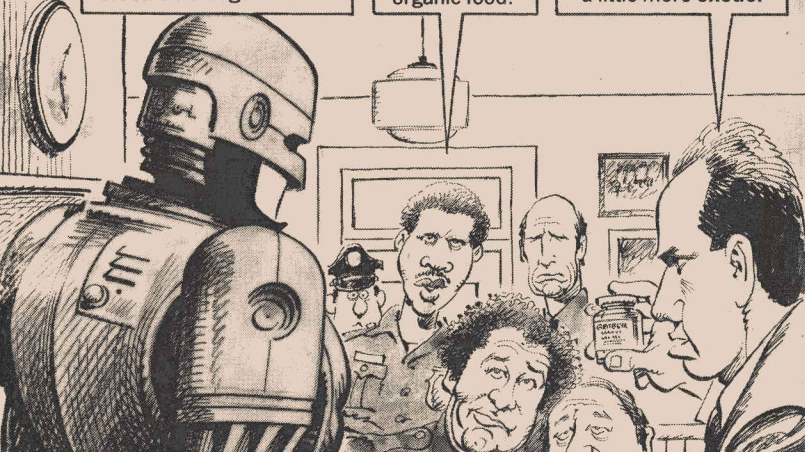
And he's ready in only four panels!



This is a special officer! He will obey every command! All you have to do is feed him this special robo/electronic/organic food!

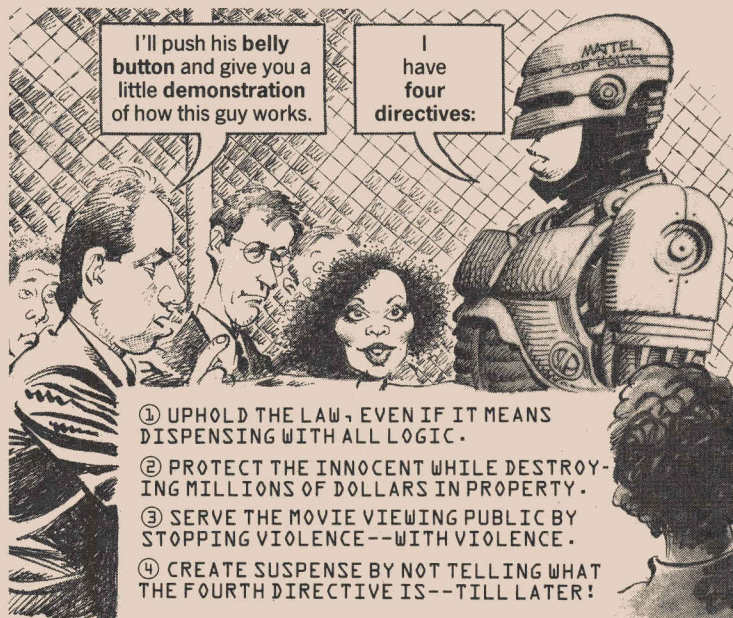
Since when does Gerber make robo/electronic/organic food?

Okay, so it's baby food! But when you bill the government \$450.00 a jar, you have to make it sound a little more exotic!



I'll push his belly button and give you a little demonstration of how this guy works.

I have four directives:

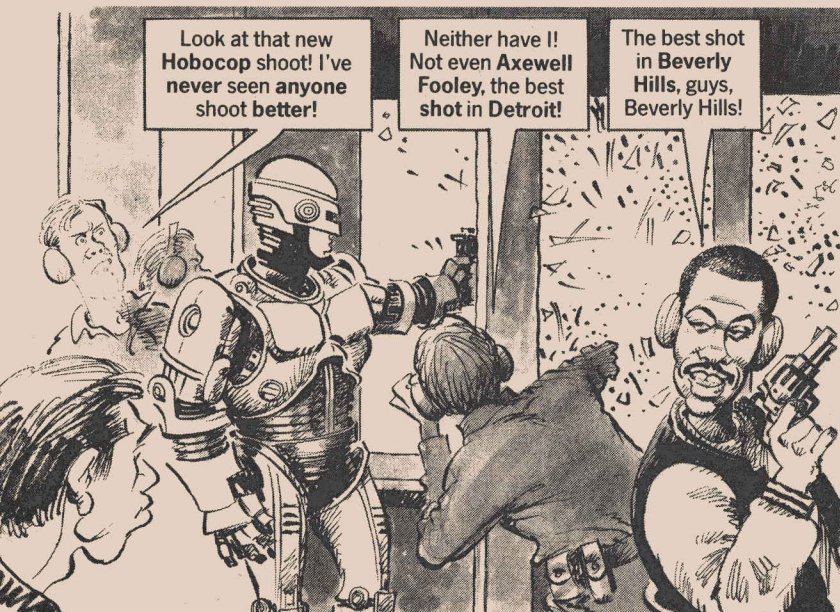


- ① UPHOLD THE LAW, EVEN IF IT MEANS DISPENSING WITH ALL LOGIC.
- ② PROTECT THE INNOCENT WHILE DESTROYING MILLIONS OF DOLLARS IN PROPERTY.
- ③ SERVE THE MOVIE VIEWING PUBLIC BY STOPPING VIOLENCE--WITH VIOLENCE.
- ④ CREATE SUSPENSE BY NOT TELLING WHAT THE FOURTH DIRECTIVE IS--TILL LATER!

Look at that new Hobocop shoot! I've never seen anyone shoot better!

Neither have I! Not even Axewell Fooley, the best shot in Detroit!

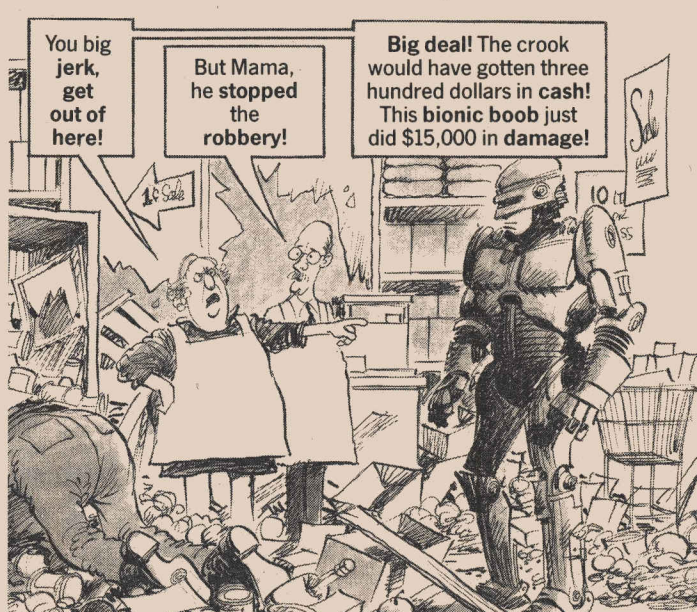
The best shot in Beverly Hills, guys, Beverly Hills!

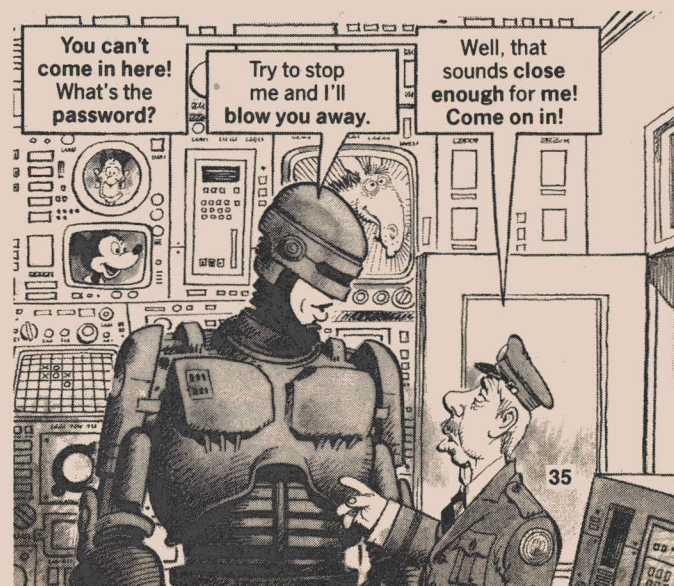
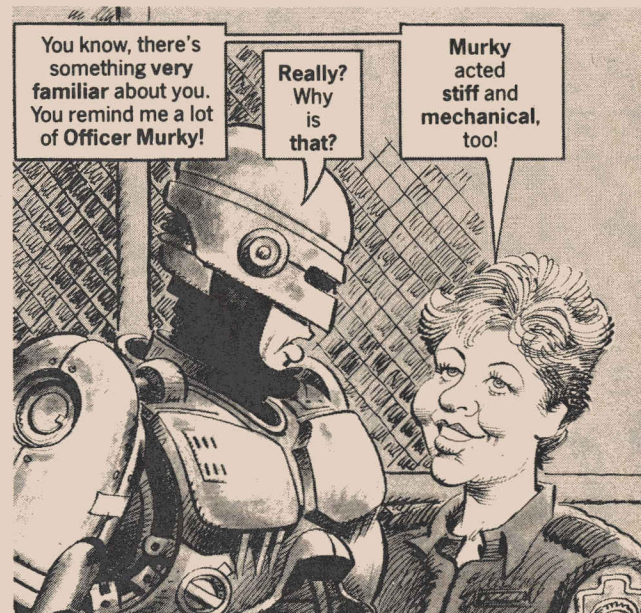
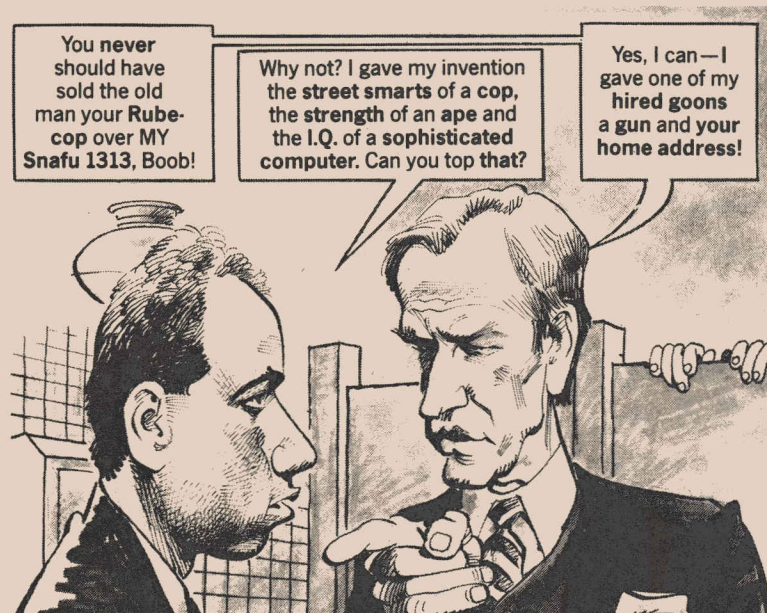
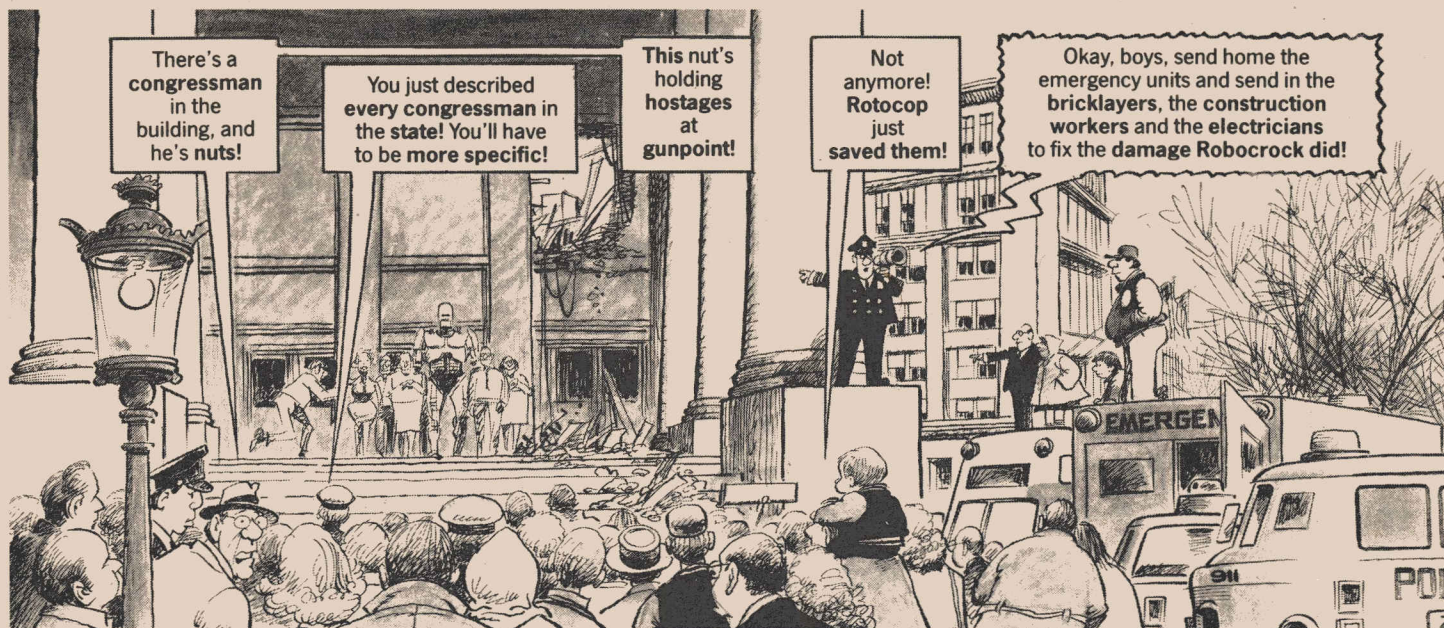


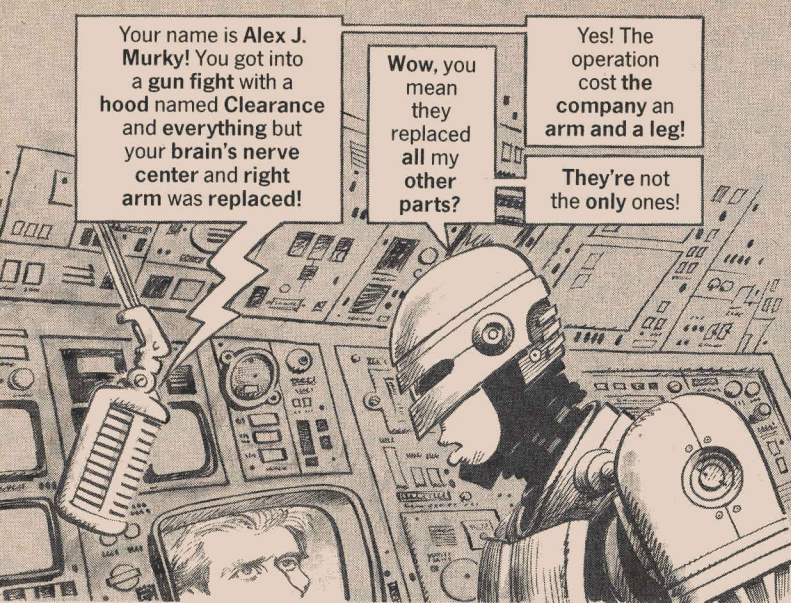
You big jerk, get out of here!

But Mama, he stopped the robbery!

Big deal! The crook would have gotten three hundred dollars in cash! This bionic boob just did \$15,000 in damage!



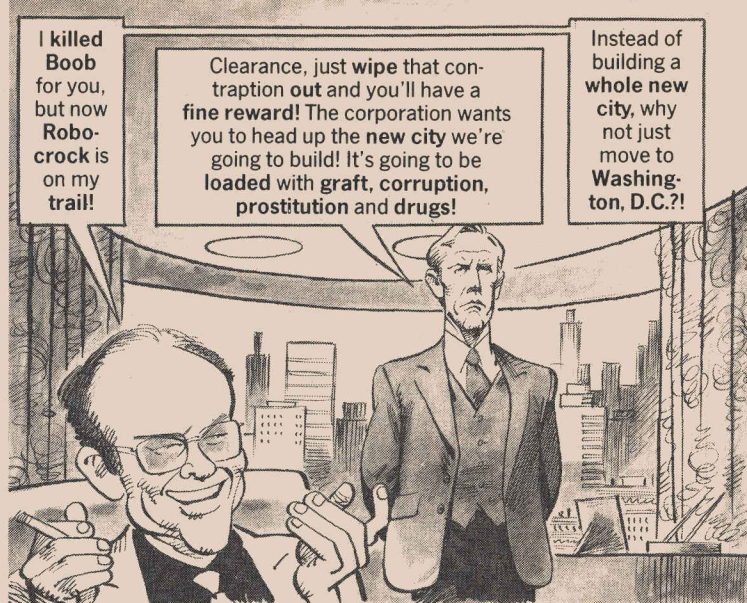




Your name is Alex J. Murky! You got into a gun fight with a hood named Clearance and everything but your brain's nerve center and right arm was replaced!

Wow, you mean they replaced all my other parts?

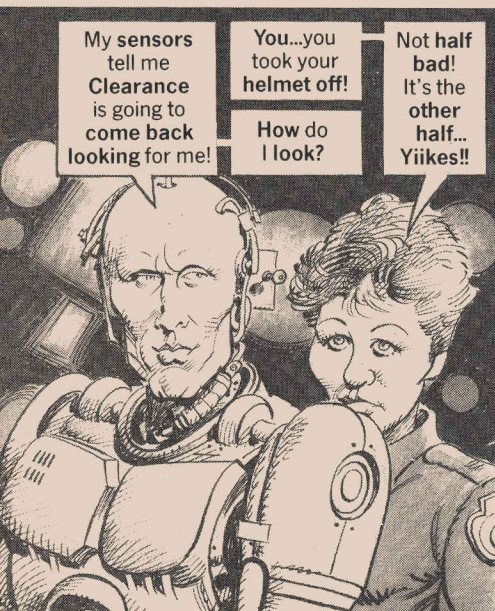
Yes! The operation cost the company an arm and a leg! They're not the only ones!



I killed Boob for you, but now Robo-crock is on my trail!

Clearance, just wipe that contraction out and you'll have a fine reward! The corporation wants you to head up the new city we're going to build! It's going to be loaded with graft, corruption, prostitution and drugs!

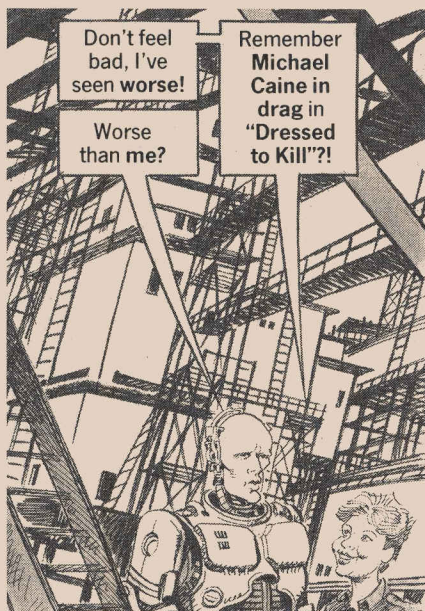
Instead of building a whole new city, why not just move to Washington, D.C.?!



My sensors tell me Clearance is going to come back looking for me!

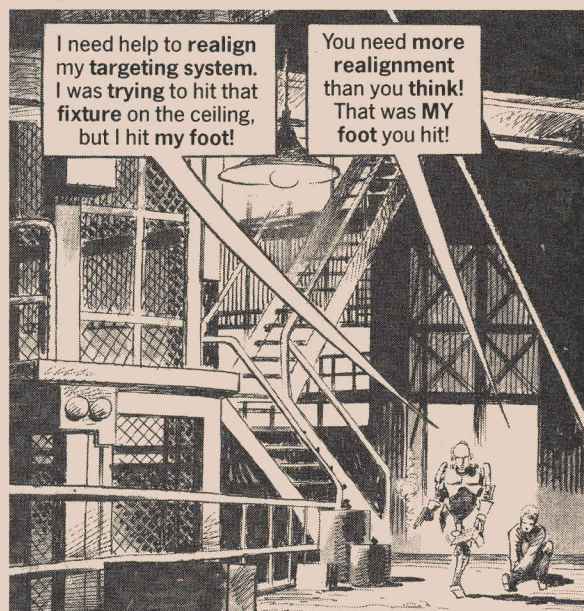
You...you took your helmet off! How do I look?

Not half bad! It's the other half... Yikes!!



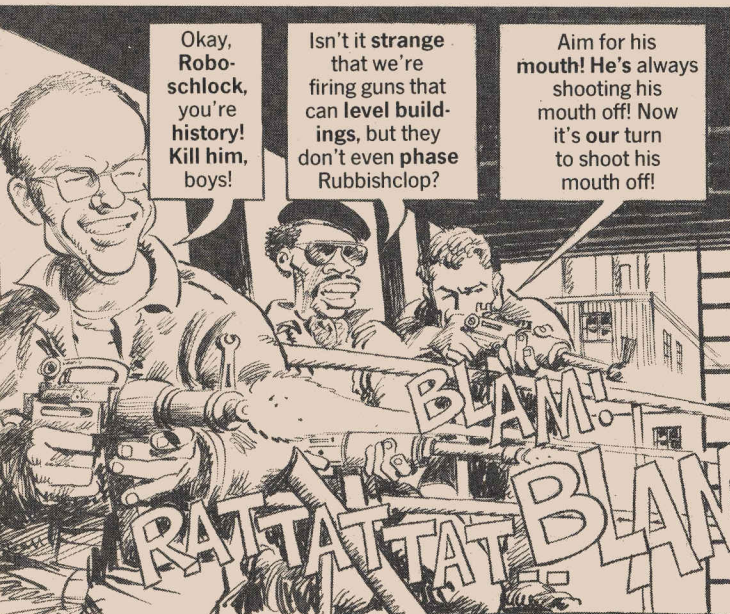
Don't feel bad, I've seen worse! Worse than me?

Remember Michael Caine in drag in "Dressed to Kill"?!



I need help to realign my targeting system. I was trying to hit that fixture on the ceiling, but I hit my foot!

You need more realignment than you think! That was MY foot you hit!



Okay, Robo-slock, you're history! Kill him, boys!

Isn't it strange that we're firing guns that can level buildings, but they don't even phase Rubbishcop?

Aim for his mouth! He's always shooting his mouth off! Now it's our turn to shoot his mouth off!



Clearance, help me... help me...!

You look like you fell into a tank of toxic waste!

No, just Rubbishcop's baby food!

God, how many preservatives are they putting in baby food today?!



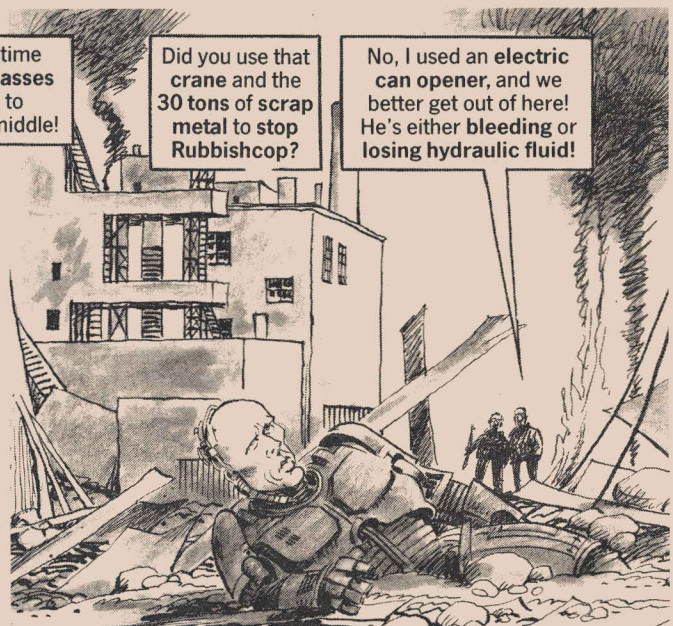


Help me!
Help me!
My nose
is running!

Go to the van,
there's tissues in
the glove compartment.

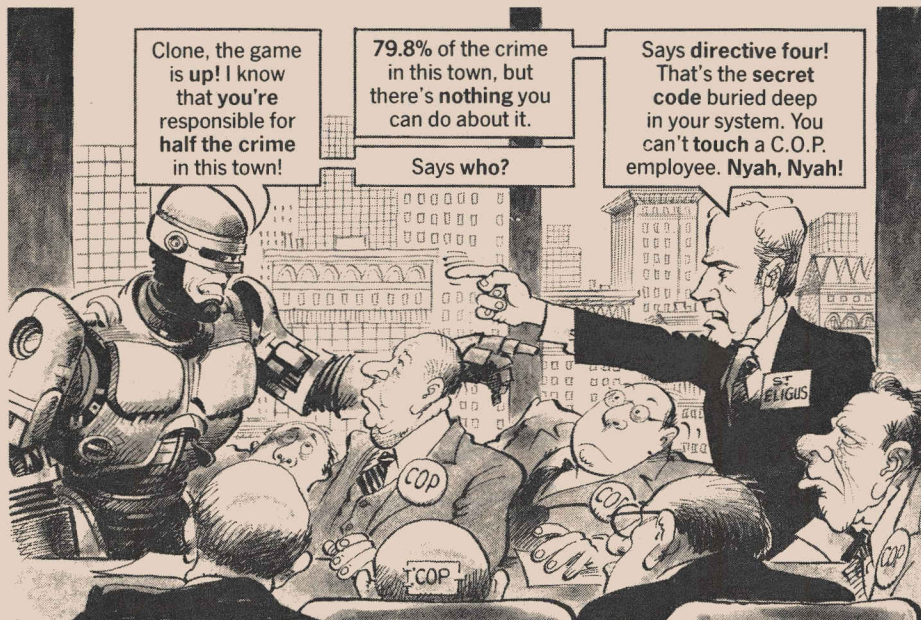
I mean it's
running off
my face!

That's tough! Next time
you wear your sunglasses
you'll need a nail to
hold them up in the middle!



Did you use that
crane and the
30 tons of scrap
metal to stop
Rubbishcop?

No, I used an electric
can opener, and we
better get out of here!
He's either bleeding or
losing hydraulic fluid!

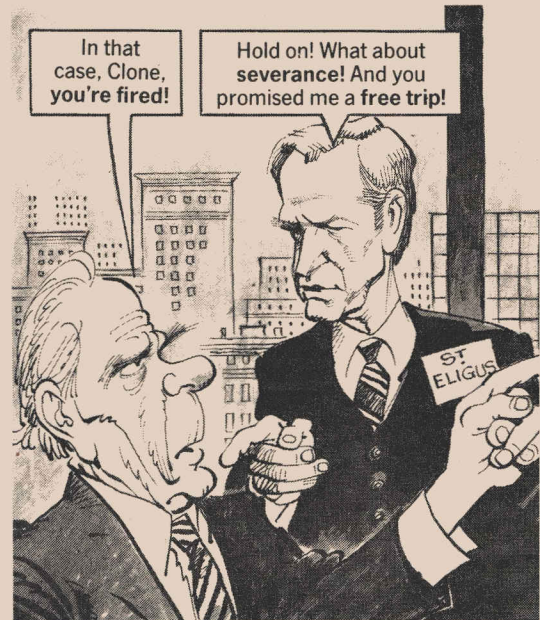


Clone, the game
is up! I know
that you're
responsible for
half the crime
in this town!

79.8% of the crime
in this town, but
there's nothing you
can do about it.

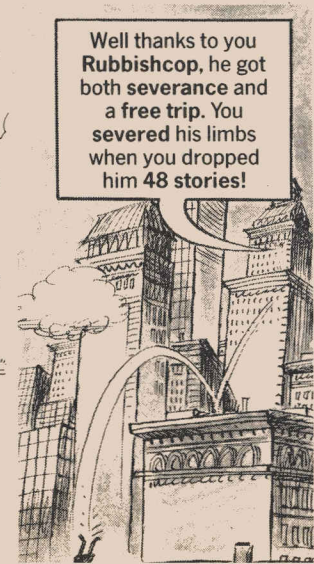
Says who?

Says directive four!
That's the secret
code buried deep
in your system. You
can't touch a C.O.P.
employee. Nyah, Nyah!



In that
case, Clone,
you're fired!

Hold on! What about
severance! And you
promised me a free trip!



Well thanks to you
Rubbishcop, he got
both severance and
a free trip. You
severed his limbs
when you dropped
him 48 stories!

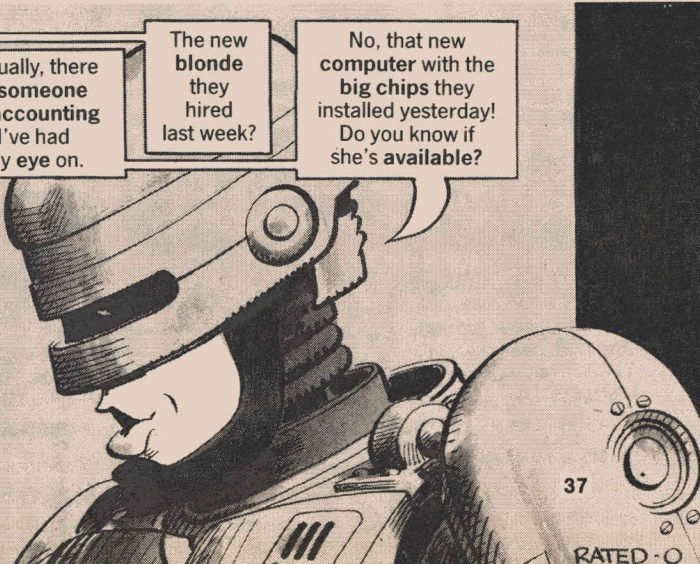


I'm glad we learned
there is a little bit
of human feeling left in
your bionic body! Maybe
you'll meet someone nice
like me and settle down.

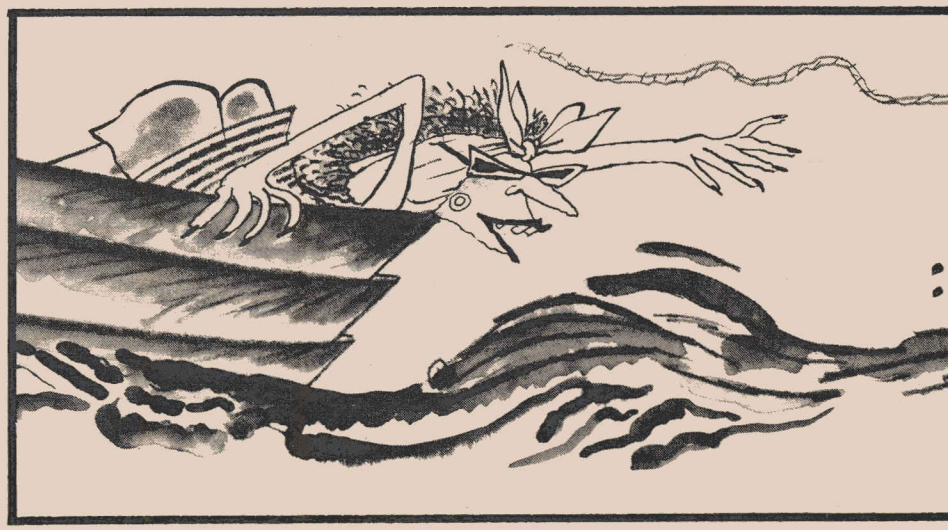
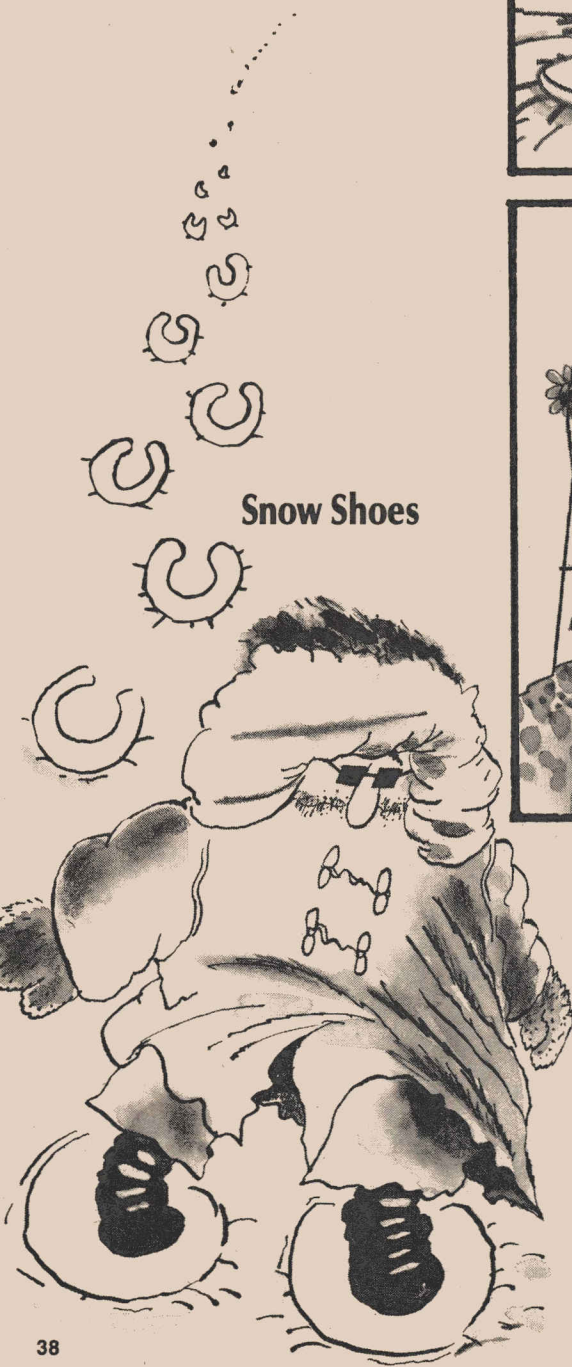
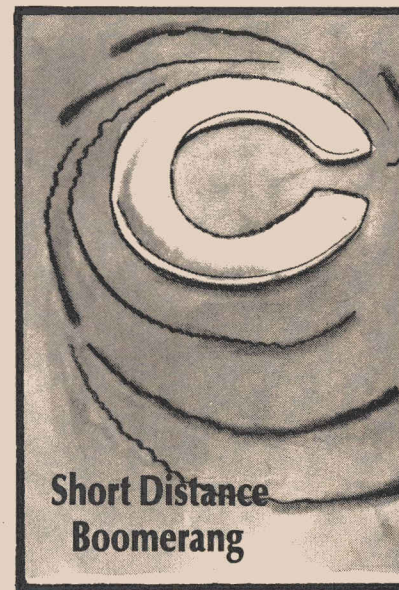
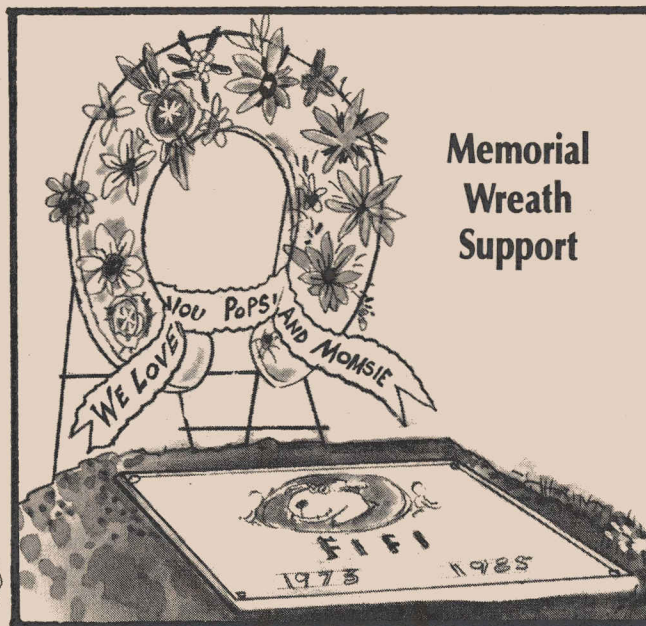
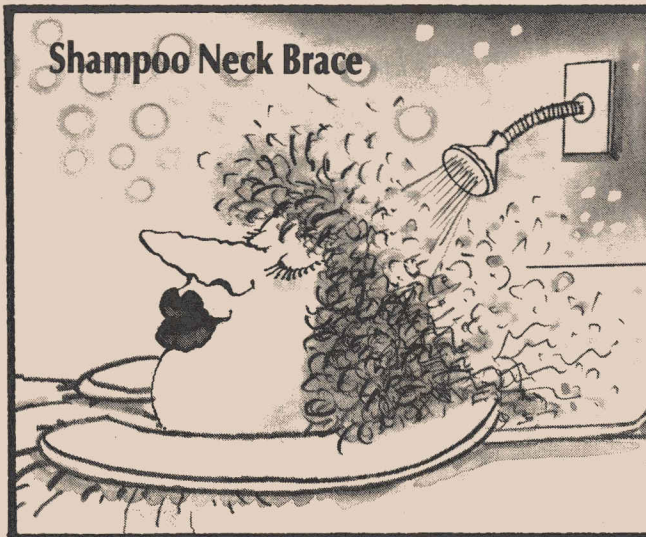
Actually, there
is someone
in accounting
I've had
my eye on.

The new
blonde
they
hired
last week?

No, that new
computer with the
big chips they
installed yesterday!
Do you know if
she's available?

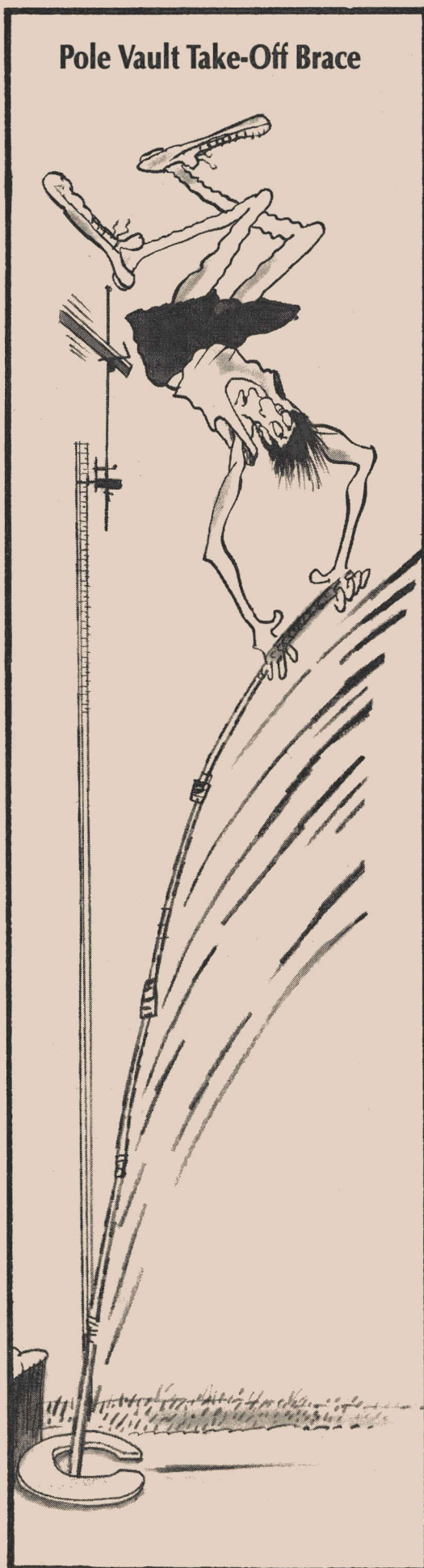
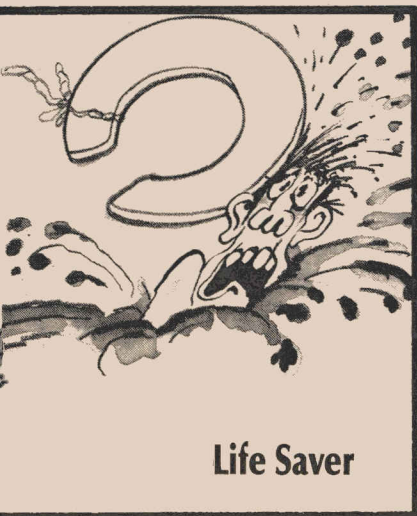
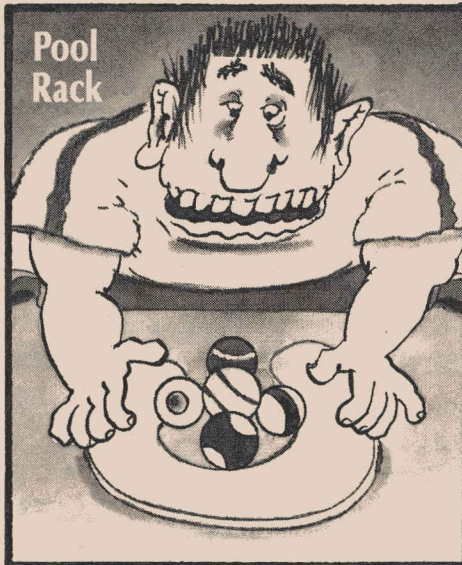


RECYCLING TO



PILET SEATS

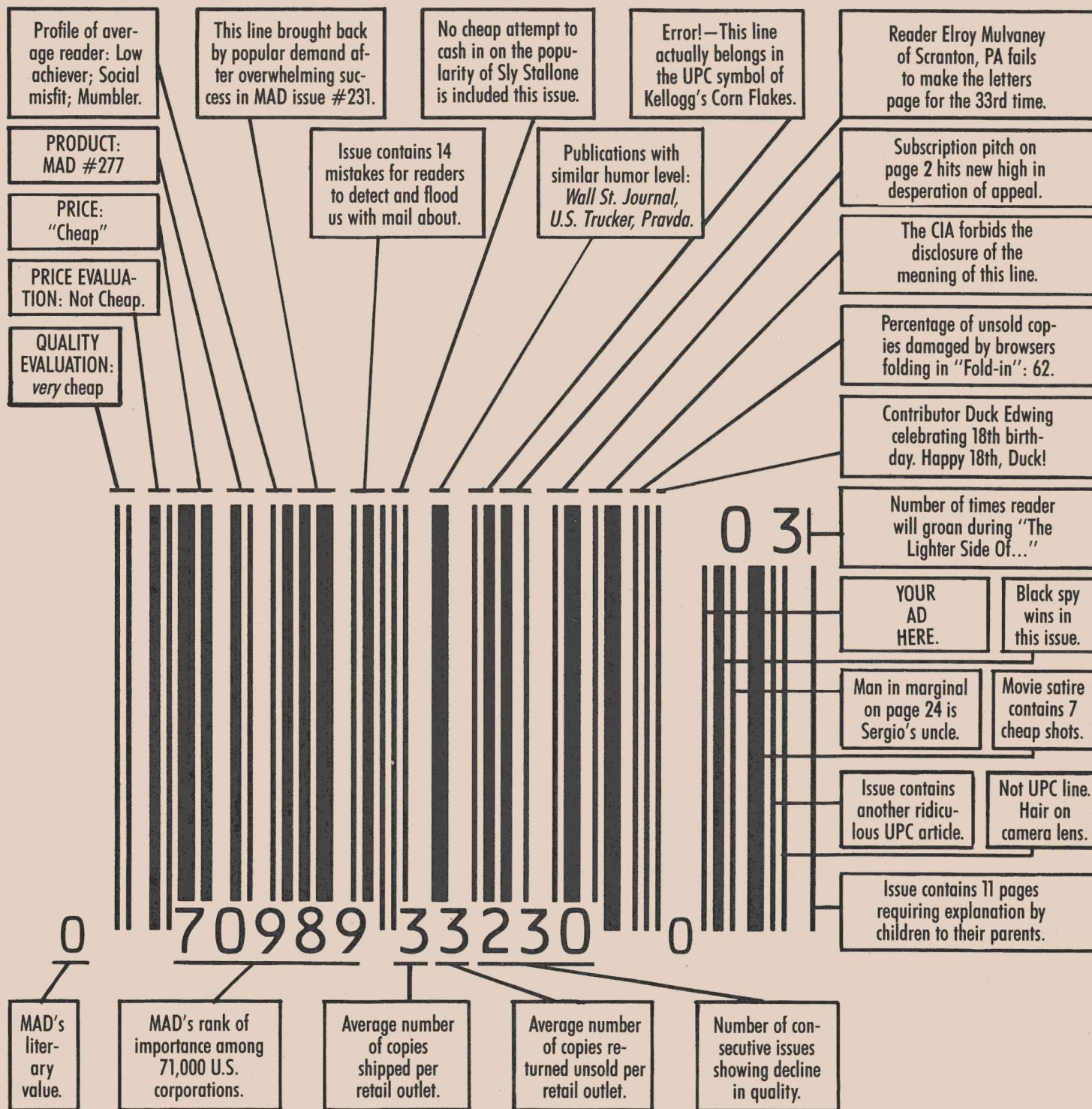
ARTIST AND WRITER: PAUL PETER PORGES



Like so many other "suppliers," MAD has been forced to use the Universal Product Code. The electronic UPC scanning system now provides instant data about MAD for all its retail outlets. You may have wondered what all the lines and numbers on our front cover *really* mean. Well, wonder no more! Here, in lurid detail, is...

MAD'S UPC SYMBOL EXPLAINED

WRITER: FRANK JACOBS



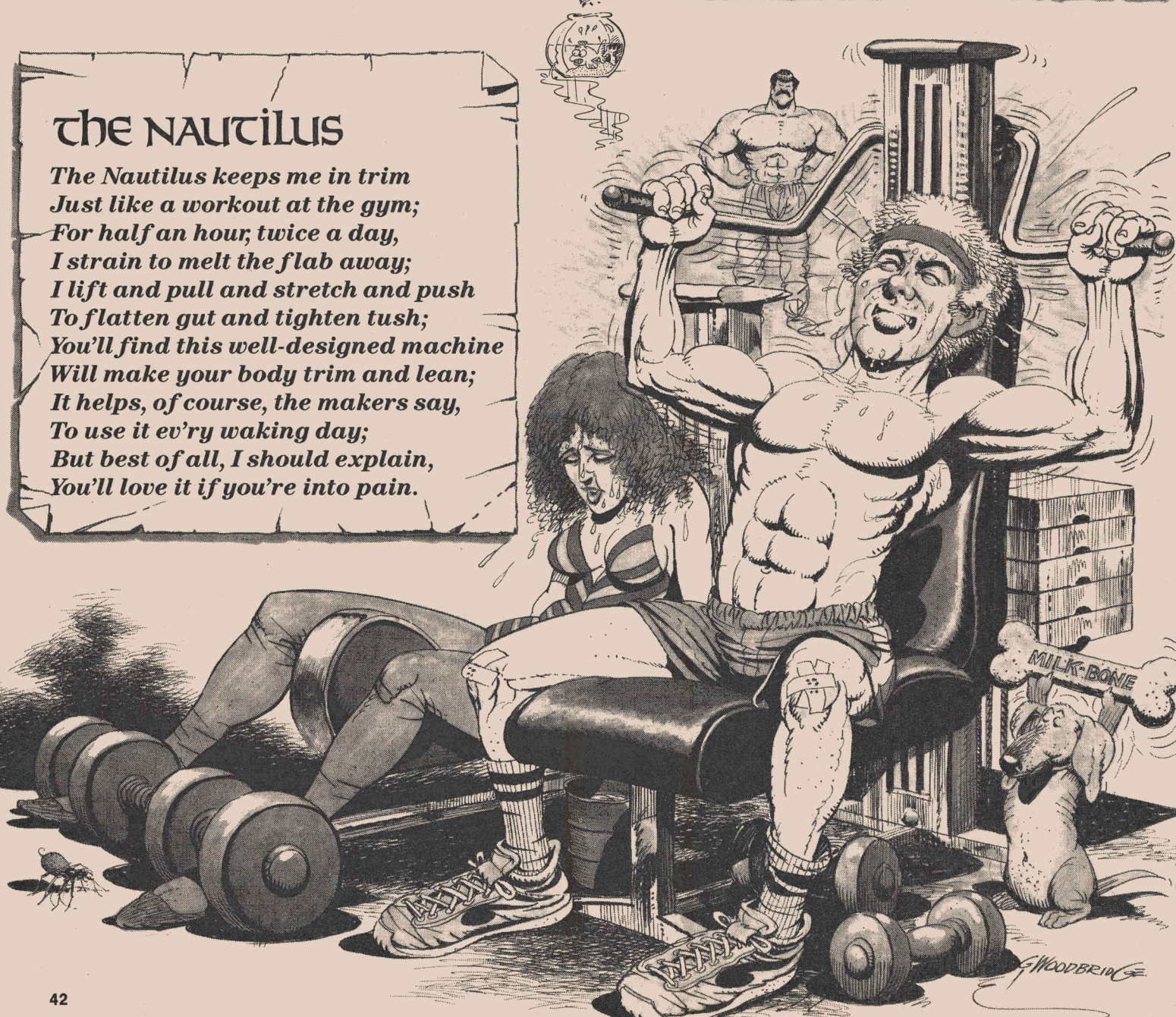


THE MICROWAVE

*Blessings on thee, Microwave;
Countless minutes I now save;
Like a flash, you work with ease,
Roasting meats and melting cheese;
Turning out a cherry pie
In the twinkling of an eye;
Baking apples double-quick—
What's your secret? What's the trick?
Some great magic you possess;
What it is, I cannot guess;
Once my cooking spelled disaster;
Now it's just as bad—but faster.*

THE NAUTILUS

*The Nautilus keeps me in trim
Just like a workout at the gym;
For half an hour, twice a day,
I strain to melt the flab away;
I lift and pull and stretch and push
To flatten gut and tighten tush;
You'll find this well-designed machine
Will make your body trim and lean;
It helps, of course, the makers say,
To use it ev'ry waking day;
But best of all, I should explain,
You'll love it if you're into pain.*



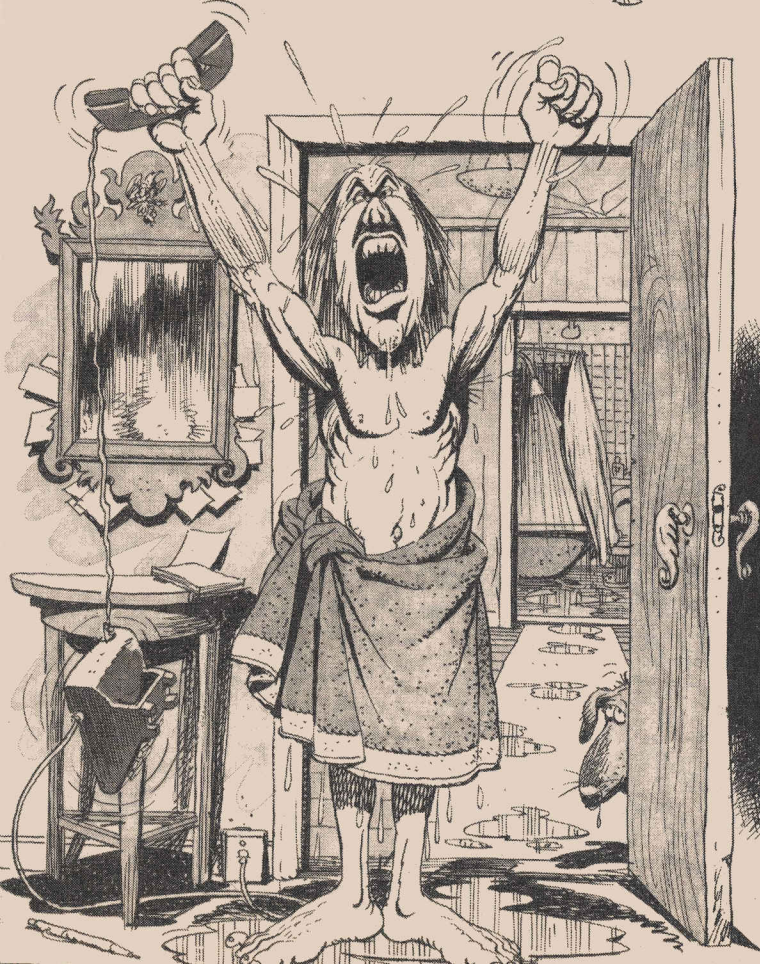
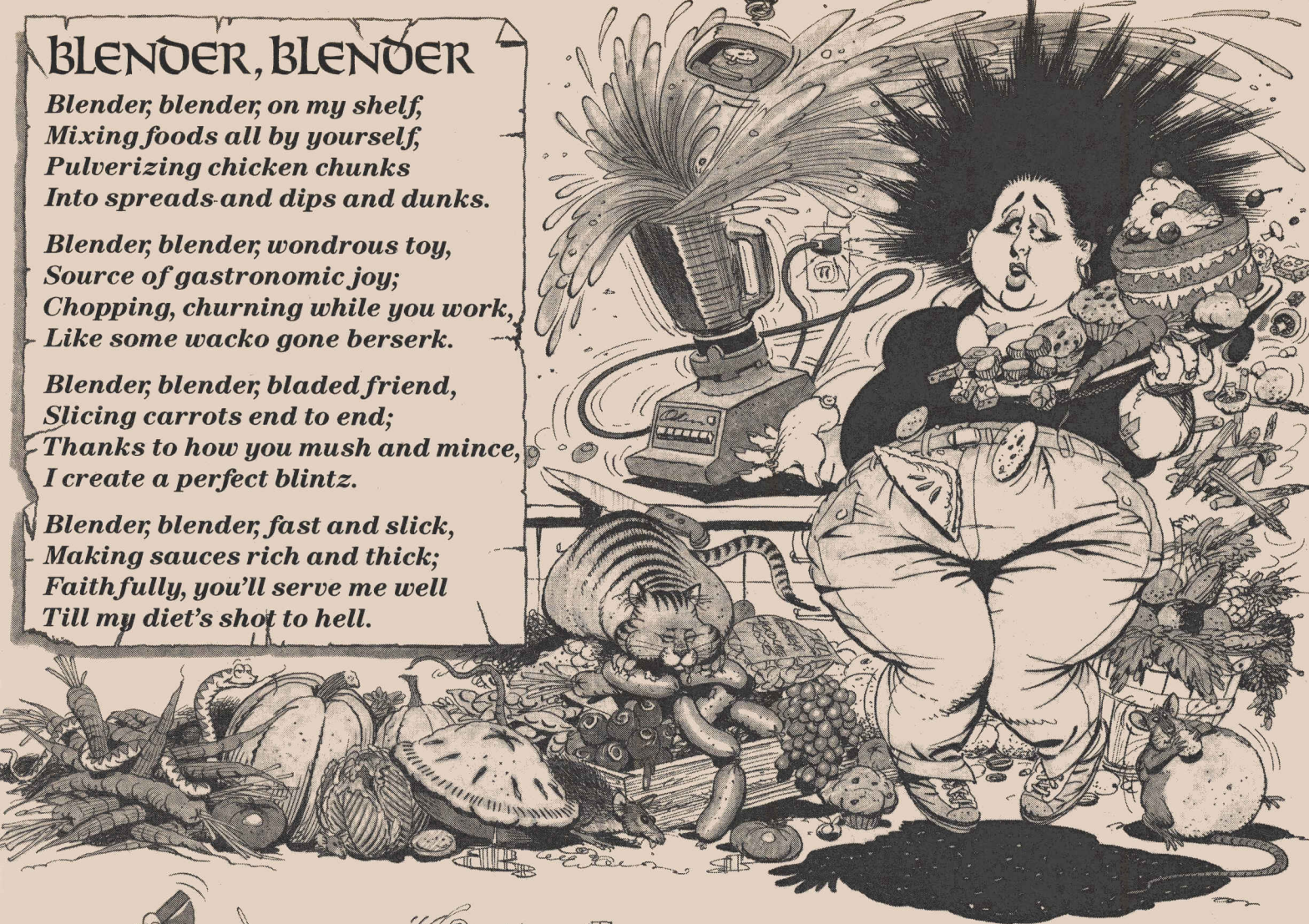
BLENDER, BLENDER

*Blender, blender, on my shelf,
Mixing foods all by yourself,
Pulverizing chicken chunks
Into spreads and dips and dunks.*

*Blender, blender, wondrous toy,
Source of gastronomic joy;
Chopping, churning while you work,
Like some wacko gone berserk.*

*Blender, blender, bladed friend,
Slicing carrots end to end;
Thanks to how you mush and mince,
I create a perfect blintz.*

*Blender, blender, fast and slick,
Making sauces rich and thick;
Faithfully, you'll serve me well
Till my diet's shot to hell.*

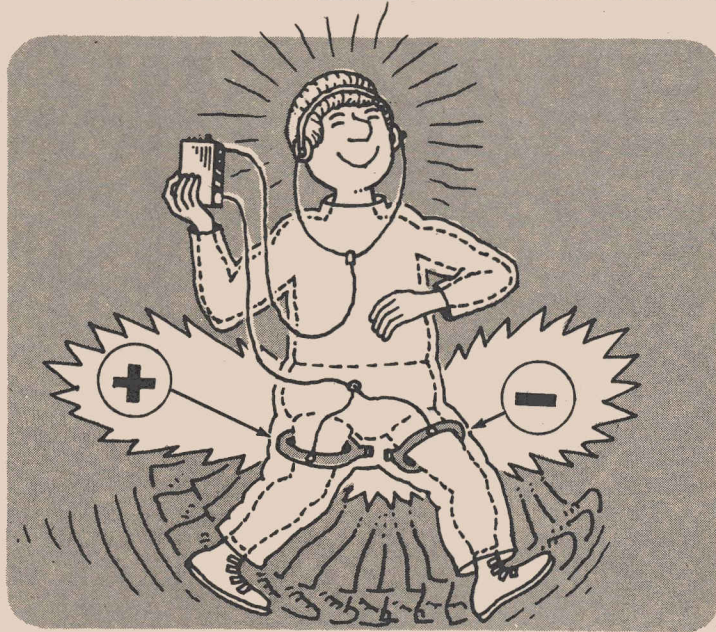


phones

*I think that I shall never own
A tool more handy than the phone;
A phone with which I keep in touch
With inlaws, old-time pals and such;
A phone that also sometimes rings
With calls from schmucks and dingalings;
A phone that bill collectors use
For giving me unwelcome news;
A phone with calls that airheads make
Who've dialed my number by mistake;
A phone I pick up half asleep
To hear some heavy-breathing creep;
On second thought, I've come to fear
There's less to phones than meets the ear;
In fact, with one more nuisance call
I may not own a phone at all.*

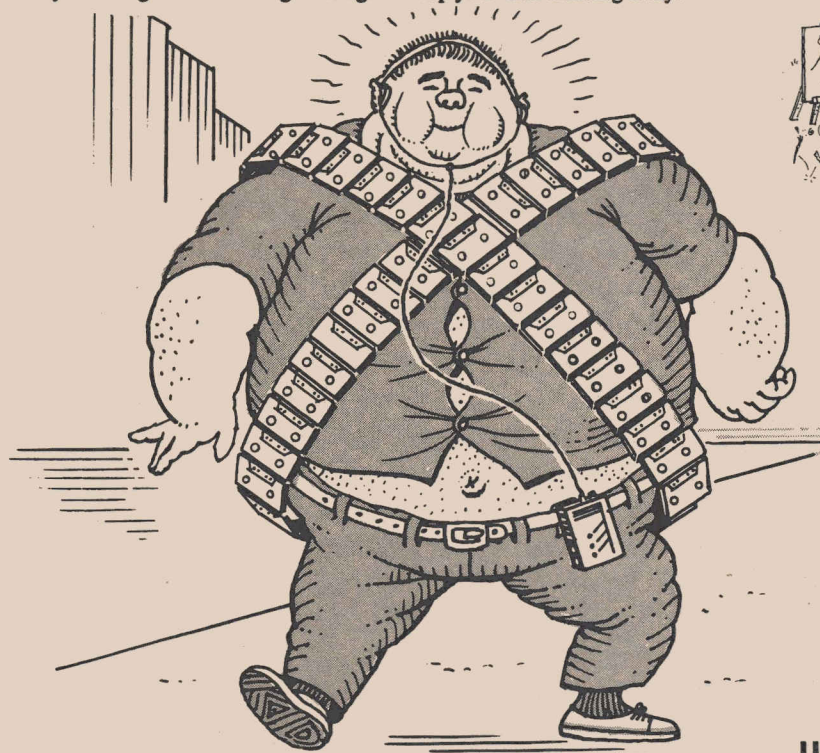
First came Walkman, which only played cassette tapes! Then came AM/FM Walkman, followed by the Waterproof Walkman and countless new variations, combinations and accessories to make your life

ULTIMATE ACCESSORIES



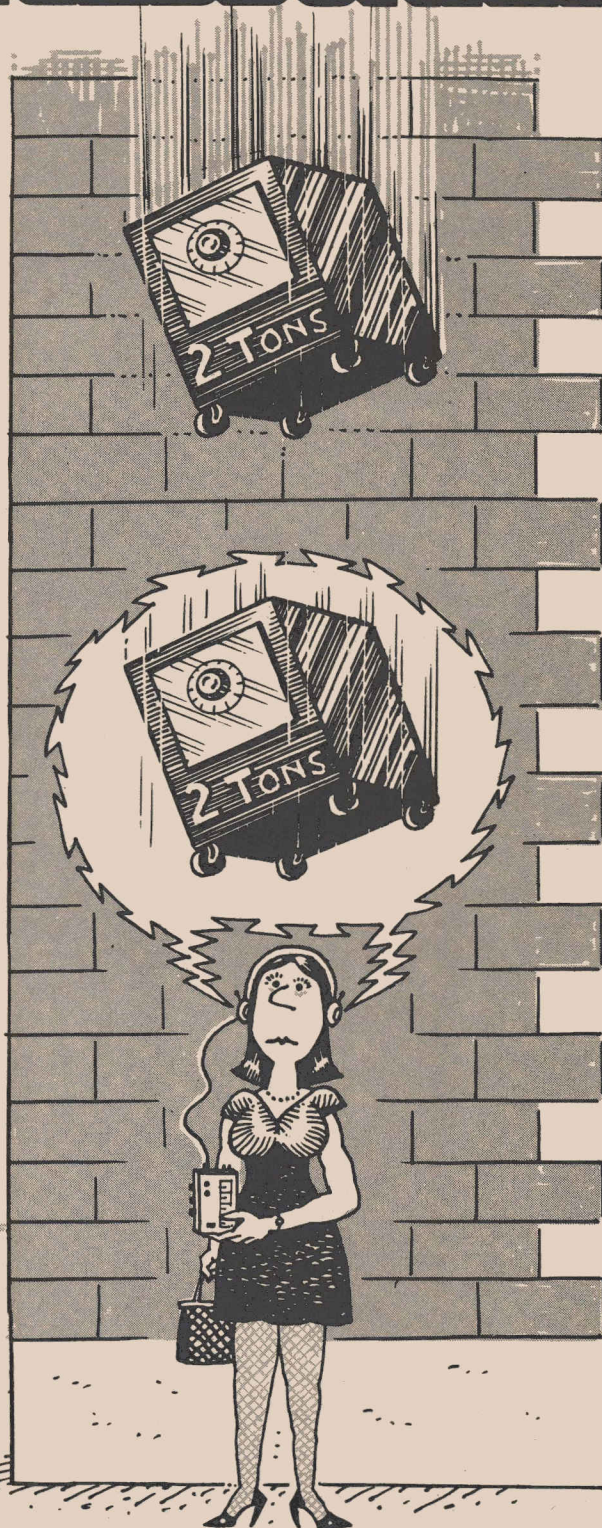
WALK-PANTS

Tired of constantly replacing dead batteries? Don't trust those so-called rechargeable batteries? Then these specially engineered trousers are for you! Designed with electrical conductor wires woven into the crotch of the fabric, every step you take generates enough voltage to keep your unit blasting away!



WALK-MACHO

Influenced by the Rambo fashion trend, each fully loaded "bandolero belt" carries 12 cassettes so you won't run out of great sounding "ammo" when you hit the beach! Worn across the chest or around the waist, a really fat person can carry dozens of cassette "rounds" easily!



WALK-RADAR

You listen to your pocket stereo to block out exterior noises, but there are some outside sounds you *should* hear! This unit is equipped with a special lifesaving radar sensing device. A warning beeper goes off in your headphones if you're oblivious to the fact that you're directly in the path of a speeding car, or worse, one of the really fat people described in WALK-MACHO!

easier! But are they finished? Does a bear spit in the woods? Using funds from MAD's secret Swiss bank account, we bribed manufacturers and got them to show us the exciting new plans for these

for PERSONAL STEREOS

ARTIST: AL JAFFEE

WRITER: DICK DeBARTOLO



WALK-REVERSE

The ultimate in quiet seclusion! When you want to be left alone, these reversible headphones blast music OUT rather than IN, leaving the impression that if the volume is up that high, you're the kind of nut to be totally avoided!

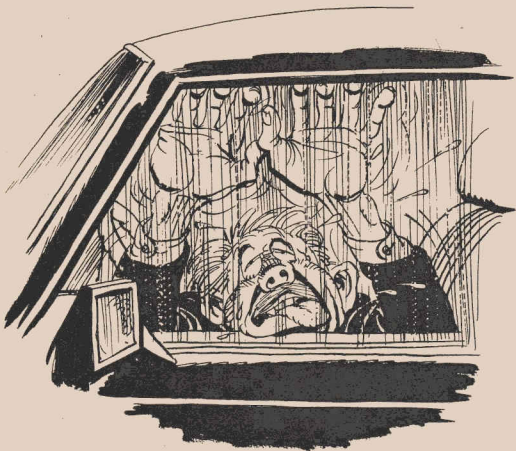
WALK-SATELLITE

Ever wonder what someone was listening to that makes them look so "transported" to another planet? Well, wonder no more—this high tech mini-satellite dish can pick up their sound waves! Whether radio or cassette, let them do the buying and carrying! Just point your dish in their direction and tap into easy listening!

WALK-MUG

This baby is designed with punks in mind! The new "Ventrilo-Sound" system is activated by a hidden emergency button which echos the screams of sirens and cops as if they were rapidly approaching the scene, clearing out all would-be muggers within a two-mile radius!

...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.



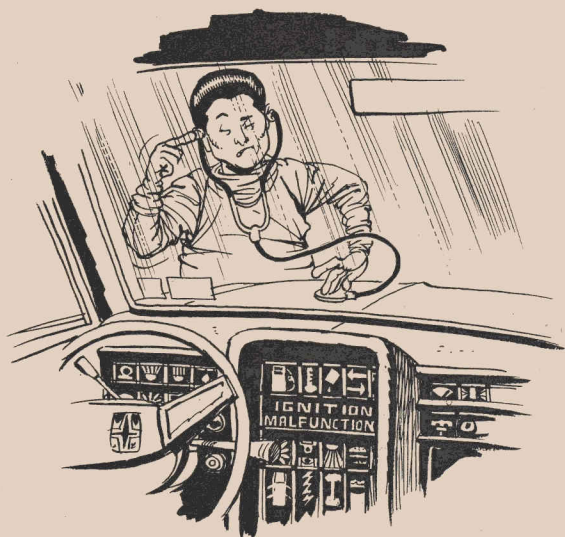
...a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.

TECH—NO-LOGIC DEPT.

“State Of The Art” is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it *really* mean? Not much! See what we mean as we examine just what...

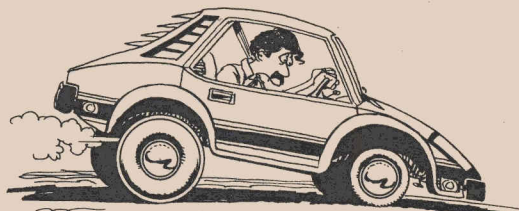
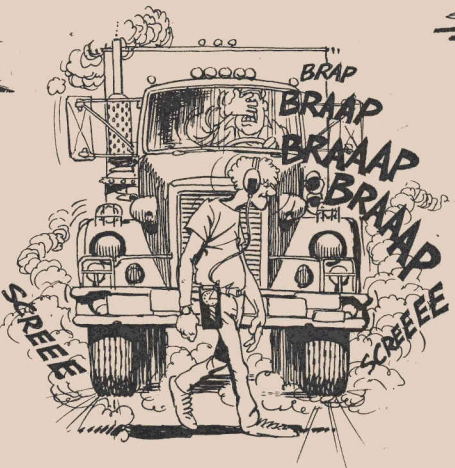
STATE OF

ARTIST: GEORGE WOODBRIDGE



...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D. from a Japanese University.

...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.

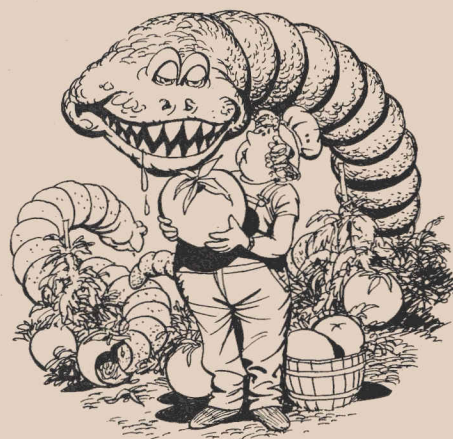
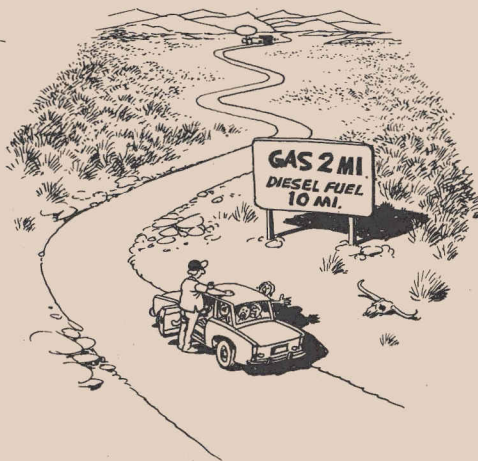


...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.



... a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.

... a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.



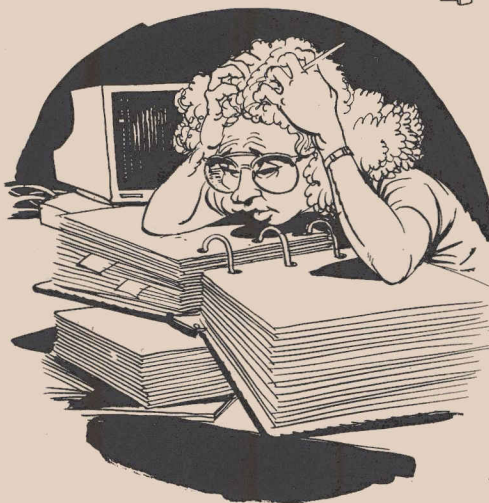
... an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

THE ART IS...

WRITER: TOM KOCH

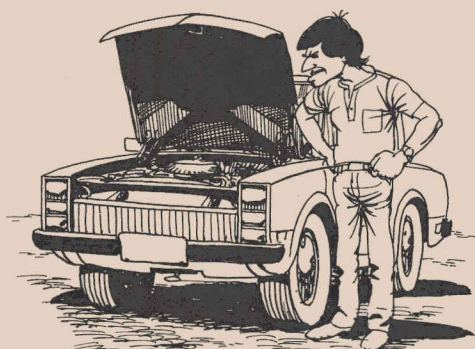


... a smog control device that reduces air pollution by fouling up car engines so much they won't run at all.



... a word processor that allows you to fix mistakes without retyping the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.

... a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.

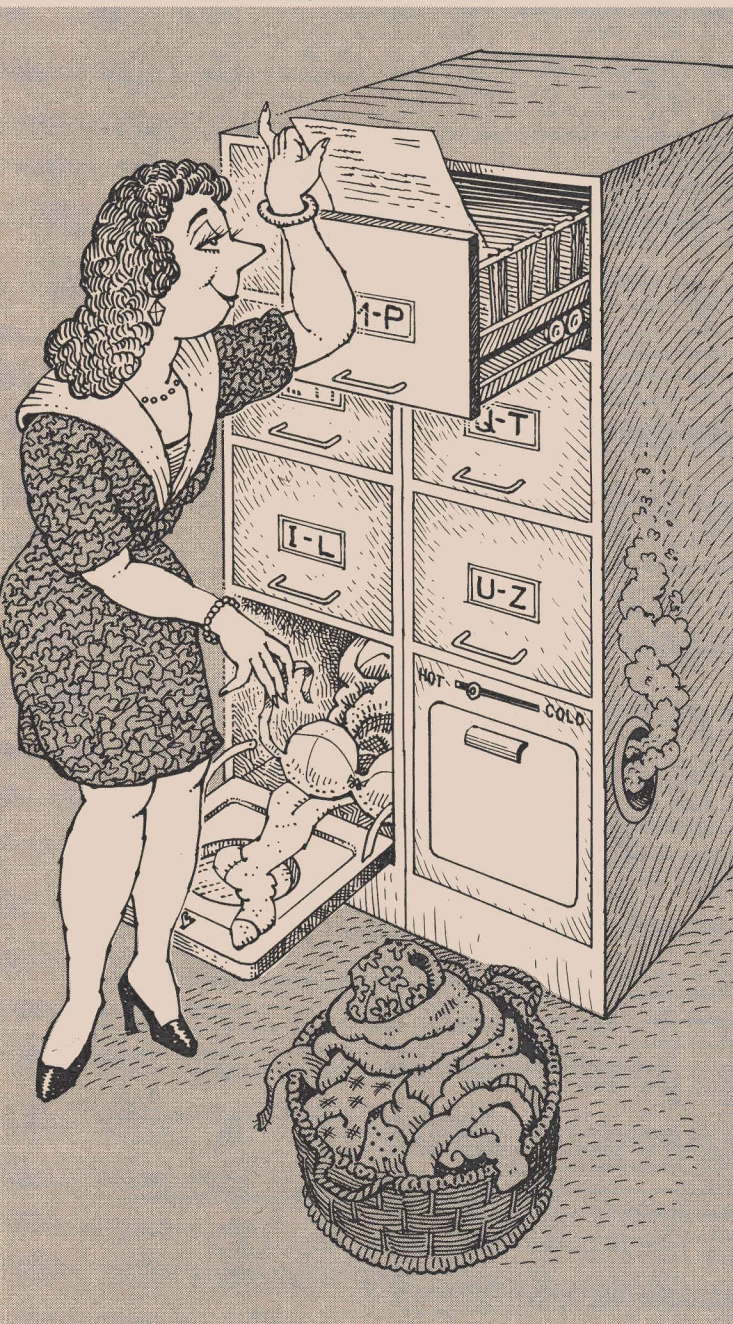


What's a working mother to do? She makes breakfast, sends the kids to school, cleans the house and then rushes to the office where she types, prepares reports and attends business meetings.

DUAL-PURPOSE OFFICE SUPPL

ARTIST: AL JAFFEE

SIDE-BY-SIDE FILE CABINETS AND WASHER/DRYER



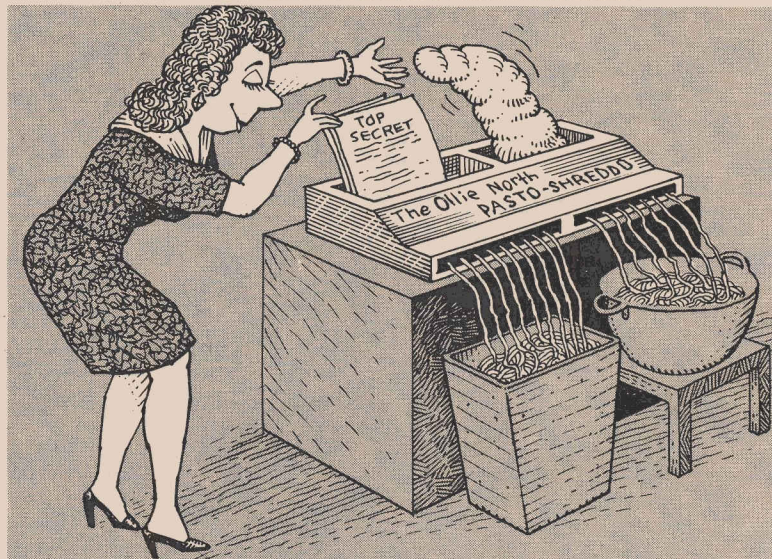
Color-coordinated to fit any decor, each of these stainless steel file cabinets houses a full-load capacity washer and dryer. Whether washing your kid's grungiest clothes or just a handful of dainties, you'll be able to do a week's worth of laundry and file those important contracts all at the same time. As a bonus, you can file detergent under "D," fabric softener under "F," etc.

COMPUTER TERMINAL/MAKEUP MIRROR



Finally, a way to apply your morning makeup *and* word process at the same time! Each of these powerful 20 megabyte PCs is connected to a central mainframe and comes with a highly reflective monitor screen with adjustable makeup lights. Peripherals include the disk drive/nail polish dryer and the cosmetic tray/letter quality printer.

PAPER SHREDDER/PASTA MAKER



In one easy step this handy, handsome appliance allows you to shred confidential documents *and* add bulk to your family's diet! The stainless steel cutting edges never need sharpening and each unit includes settings for making rigatoni, ravioli and fettucine, as well as destroying photos, blueprints and other top secret memoranda.

Wouldn't it be great if she could do her office work at home or her house work at the office? Yes! That's why MAD envisions in the not-too-distant future a catalogue full of new and innovative...

LIES FOR WORKING MOTHERS

WRITER: JOHN RIOS

EXECUTIVE DESK/IRONING BOARD



A handsome in-laid mahogany base topped off by a smart, fire-retardant ironing board. Its extra large surface means you'll never have to be more than an arm's length from office reports, balance sheets and wrinkled blouses and skirts. The three drawers (with solid brass handles) can accommodate office supplies, stationery and spray starches.

PEN AND PENCIL SET/STEAM IRON

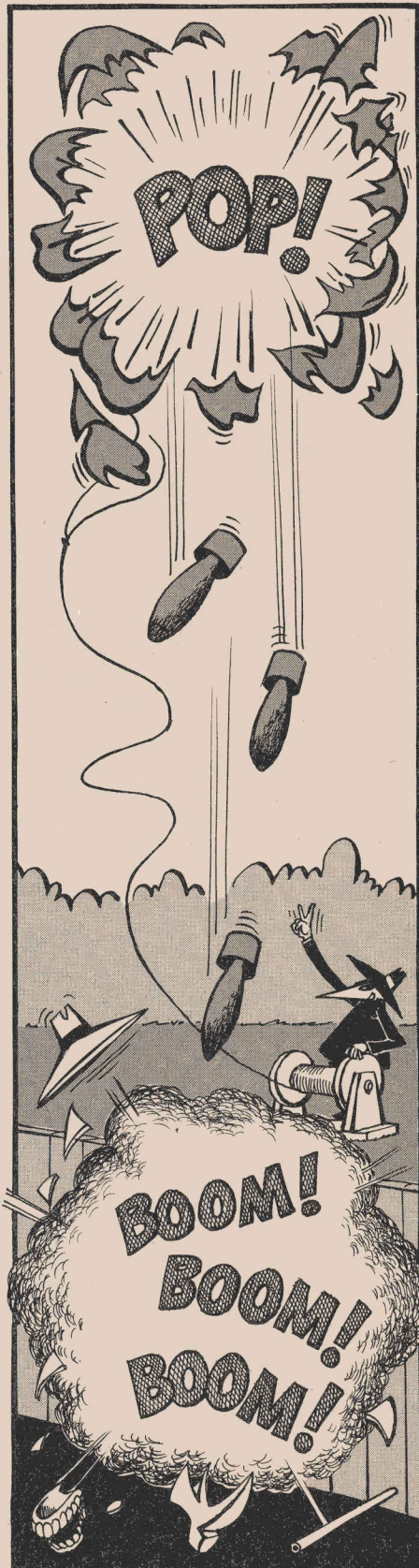
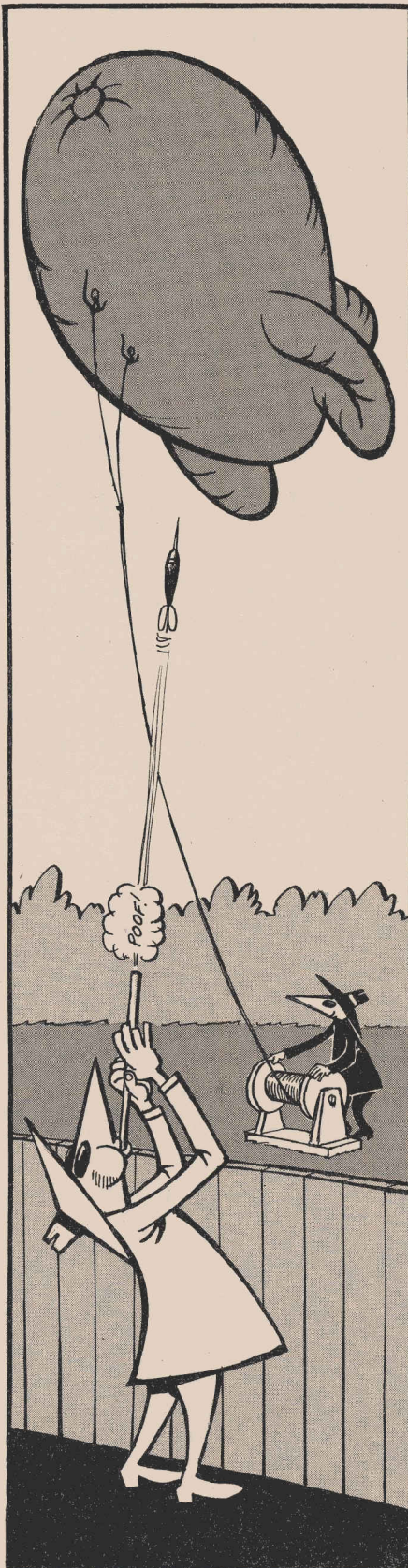
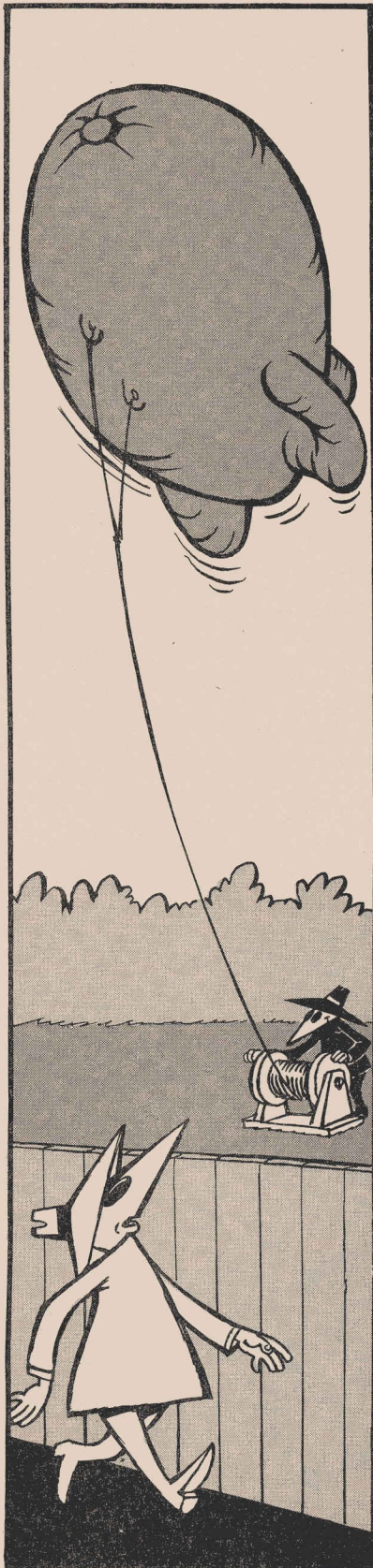
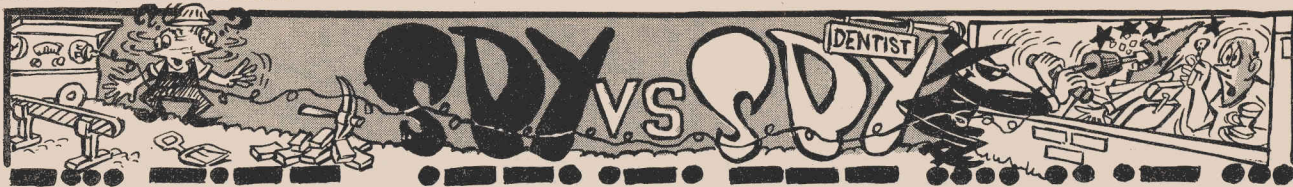


The perfect accessory for the Executive Desk/Ironing Board! The base of this attractive gold-plated pen and pencil set is a heavy-duty steam iron. Adjust the pen position for "linen," "cotton" or "synthetic," and push the pencil to the left for "steam." Guaranteed not to scorch, drag or leak ink.

STAMP PAD/SPICE RACK



Mounted on the bottom of each bottle in this unique and stylish spice rack is a durable rubber stamp. Season your recipes and stamp office correspondence accordingly! Each set includes Thyme/Paid, Cloves/Void, Pepper/Pending, Garlic Powder/First Class, Bay Leaves/Received and Basil/Cancel.



For The Pet That Has Everything And Wants More®

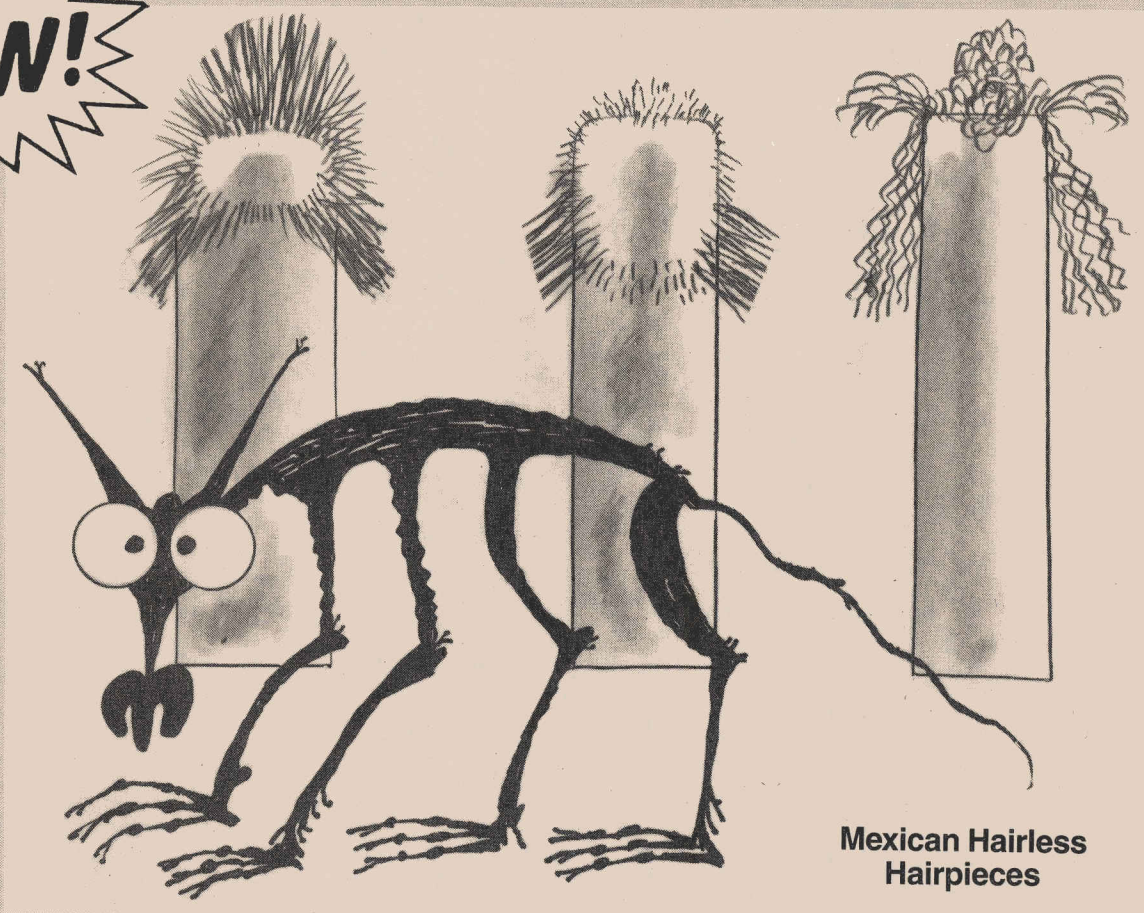
PPP
INDUSTRIES

GIFT CATALOG FOR SPOILED ROTTEN PETS



Elastic Stretch Litter Box
For Fat Cats Pg. 104

NEW!



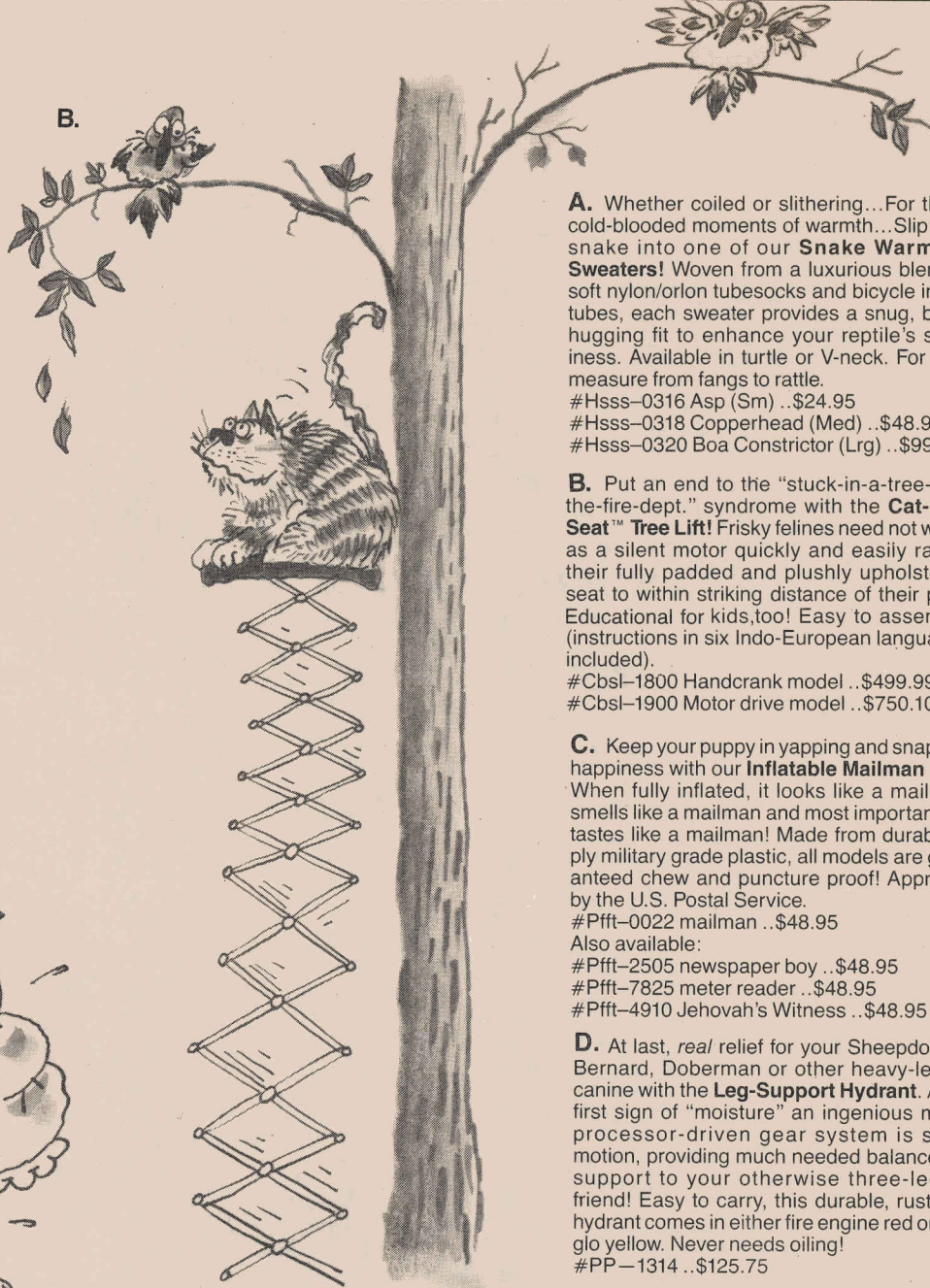
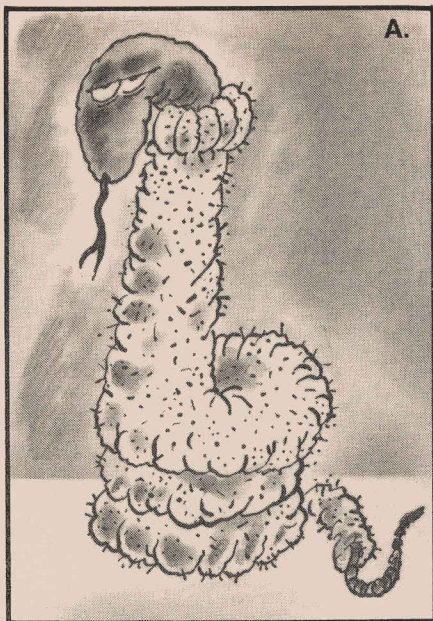
Mexican Hairless
Hairpieces

ALSO:

Polka Dot Warm-up Suits for Dalmations...Imported
Ten-Speed Gerbil Treadmills...Trained Flea Circus
Sets for Puppies...Whirlpool Birdbath Accessories

**AND
MORE!**

ARTIST AND WRITER: PAUL PETER PORGES

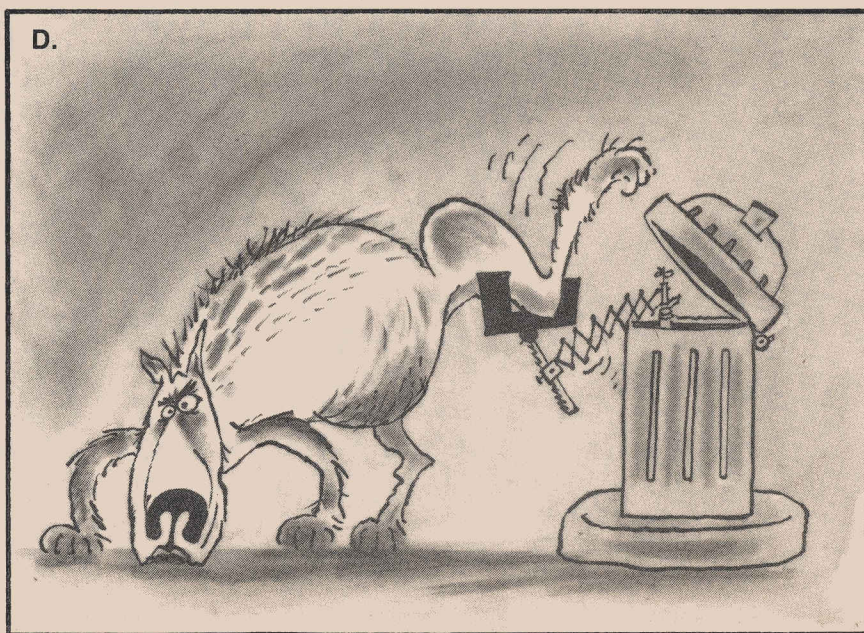
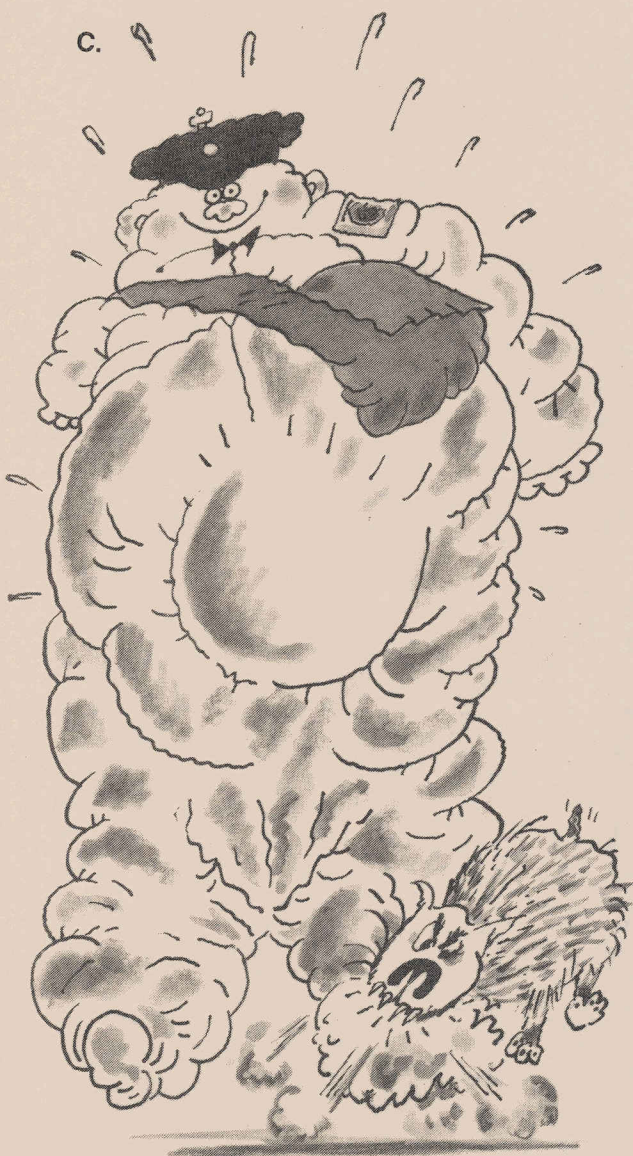


A. Whether coiled or slithering...For those cold-blooded moments of warmth...Slip your snake into one of our **Snake Warm-Up Sweaters!** Woven from a luxurious blend of soft nylon/orlon tubesocks and bicycle inner-tubes, each sweater provides a snug, body-hugging fit to enhance your reptile's slinkiness. Available in turtle or V-neck. For size, measure from fangs to rattle.
 #Hsss-0316 Asp (Sm) ..\$24.95
 #Hsss-0318 Copperhead (Med) ..\$48.95
 #Hsss-0320 Boa Constrictor (Lrg) ..\$99.95

B. Put an end to the "stuck-in-a-tree-call-the-fire-dept." syndrome with the **Cat-Bird Seat™ Tree Lift!** Frisky felines need not worry as a silent motor quickly and easily raises their fully padded and plushly upholstered seat to within striking distance of their prey! Educational for kids, too! Easy to assemble (instructions in six Indo-European languages included).
 #Cbsl-1800 Handcrank model ..\$499.99
 #Cbsl-1900 Motor drive model ..\$750.10

C. Keep your puppy in yapping and snapping happiness with our **Inflatable Mailman Doll!** When fully inflated, it looks like a mailman, smells like a mailman and most importantly—tastes like a mailman! Made from durable 5-ply military grade plastic, all models are guaranteed chew and puncture proof! Approved by the U.S. Postal Service.
 #Pfft-0022 mailman ..\$48.95
 Also available:
 #Pfft-2505 newspaper boy ..\$48.95
 #Pfft-7825 meter reader ..\$48.95
 #Pfft-4910 Jehovah's Witness ..\$48.95

D. At last, *real* relief for your Sheepdog, St. Bernard, Doberman or other heavy-legged canine with the **Leg-Support Hydrant.** At the first sign of "moisture" an ingenious micro-processor-driven gear system is set in motion, providing much needed balance and support to your otherwise three-legged friend! Easy to carry, this durable, rustproof hydrant comes in either fire engine red or day-glo yellow. Never needs oiling!
 #PP-1314 ..\$125.75



E. Attention, water-shy sport dog owners! Now your beloved setters and retrievers can point without getting their paws muddy and wet with our **Portable Pointers™ Hunting Set!** No more standing frozen on three legs with their tails in the air...water resistant polystyrene signs do all the work! Easy-to-carry arrows are emblazoned with large typefaces for nearsighted hunters. Available in three sets of six signs each.

#Dcoy-1010 Waterfowl ..\$79.99
#Bamb-1212 Small game ..\$89.99
#Xcon-1414 Prison Escapees ..\$99.99

F. Bone of the Month Club—Imagine the happy sight of your dog salivating uncontrollably as a mailman delivers a new assortment of gourmet bones to his doghouse every month! Here's what you get:

Jan: Imported Himalayan Yak Bones
Feb: Choice Selection of Bullfight Losers
Mar: Glorious Bouquet of Spring Bones
Apr: Hickory-smoked Ham Bones
May: Bones of All Nations
June & Summer Special Assortment of
July: Bone Jams and Jellies
Aug: Succulent Ostrich Leg Bone
Sept: Supreme Bone Meal à la Pekinese
Oct: Six-Year-Old Aged-in-Dirt Marrow Bone
Nov: Vermont Turkey Dinner Leftovers
Dec: Holiday Cheer Moose and Elk Bone Feast

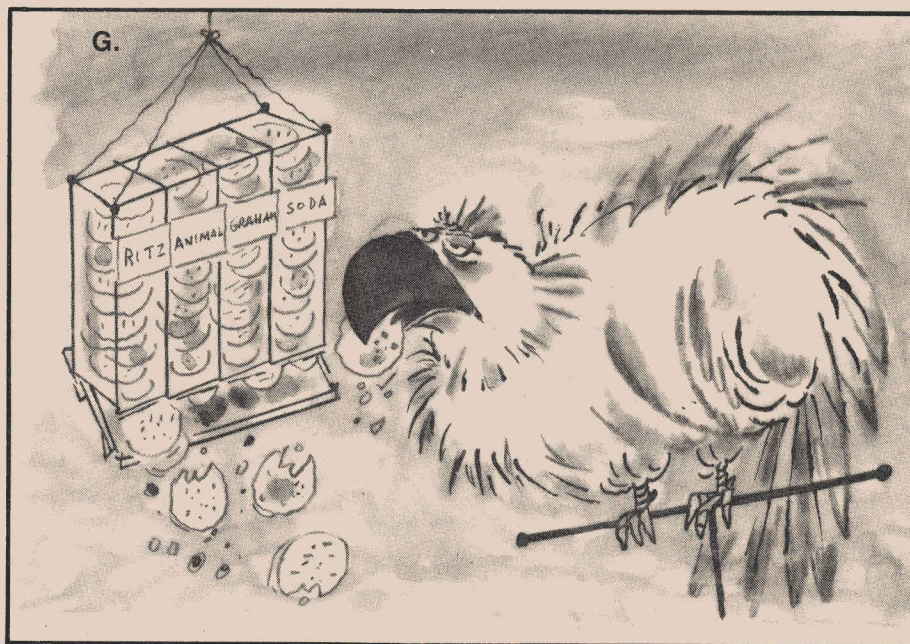
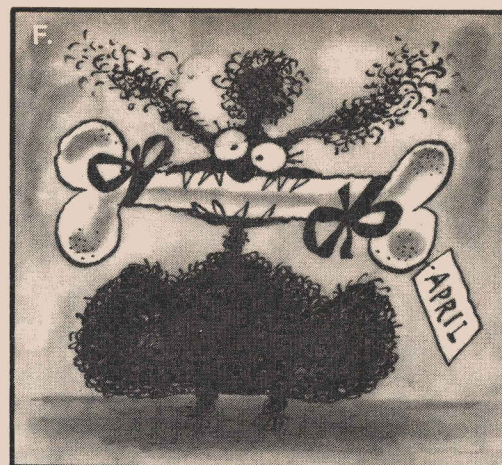
#Woof-2020 Choice of any six months ..\$150.00
#Woof-2121 Full Year ..\$299.99
#Woof-4032 Ten-Year Order ..\$1,999.99

G. Give polly a break with our Automatic Cracker Dispenser! Your majestic bird will love you when he no longer has to perform cute tricks or beg just to get a lousy cracker. With this handy device, Polly can pick his own cracker from a variety of choices just a beak's reach away. Posh! Easy ceiling mount included.

#Ritz-1876 Empty dispenser ..\$34.95
#Ritz-1928 Cracker Fillers ..\$15.95 ea.
(specify Ritz, soda, graham or animal)

H. Keep your spoiled rotten pets trim and in shape with the Jane Fonda Pet Workout Tapes! Watch your pets slim down with these frisky aerobic exercises endorsed by Benji, Morris the Cat and Spuds MacKenzie, all of whom owe their good looks to the regular use of these unique tapes! Each 60-minute cassette includes jumping jacks, pushups and tail wagging sections.

#Pant-8804 Dogs ..\$19.95
#Psss-8804 Cats ..\$19.95
#Twee-8804 Budgies ..\$19.95
#Glub-8804 Goldfish ..\$19.95
#Gaag-8804 Ferrets ..\$19.95





REBEL WITHOUT A COS DEPT.

Well, well, well, little Denice Hexable has left home and run off to college. She expected to find plenty of new friends, new adventures and most of all, some loyal viewers she could call her very own. But alas, all she found was ...

I'm Denice Hexable. I got into Swillman College on my own! I run my own life and I don't depend on my family for anything! Except my tuition, my allowance and the fifty-million viewer lead-in audience to this deadly spin-off!

I'm Yolessa Winsome, one of Denice's roommates. I'm sort of bouncy, offbeat, strange, unpredictable—you know, all the quirks they give a sitcom character, hoping that one of them catches on with the audience!

I'm Baggie, Denice's other roommate! I'm supposed to be naive about life, but it's only an act. I'm actually rooted in reality! And if you don't believe me, check my horoscope!

I'm Whitely, the perfect southern belle! Some of the other students think I'm snobbish. But what do their insignificant opinions mean?! I didn't want to be on this sitcom anyway! I wanted to be on *Designing Women*! After all, that's where I stole my character from!

I'm Pain Vane, God's gift to women! When women see me from a distance, they start to quiver. And when I get close to them, they really shake and get nauseous and barf! Hey, let's face it—when you've got it, you've got it!

I'm Anne Beates, ex-producer of this show. Liza Bonehead fired me over "artistic differences." She said she'd give me particulars as soon as she finds out what "artistic" means!



AN INDIFFERENT WORLD



Denice, why won't you go out with me?

Because, Pain, you're pushy and obnoxious!

Don't believe that! It's just a ploy to cover up the fact that I'm insensitive and overbearing!

That's true, but I just don't have time for dating! I have my studies to worry about!

Just what are you studying?

That's the other thing I have to worry about! Finding out what I'm supposed to be studying!

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Where's the guest lecturer going to speak today?

There's a guest lecturer?

Yeah, as part of our Communications course!

This is the first I'm hearing about it! Boy, talk about your lack of communication!

The guest lecturer is Norman Leer.

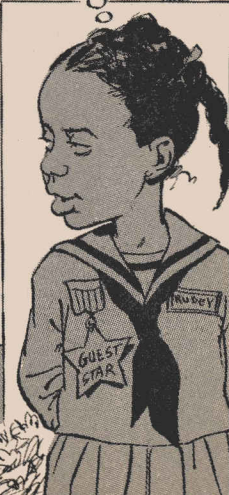
Never heard of him!

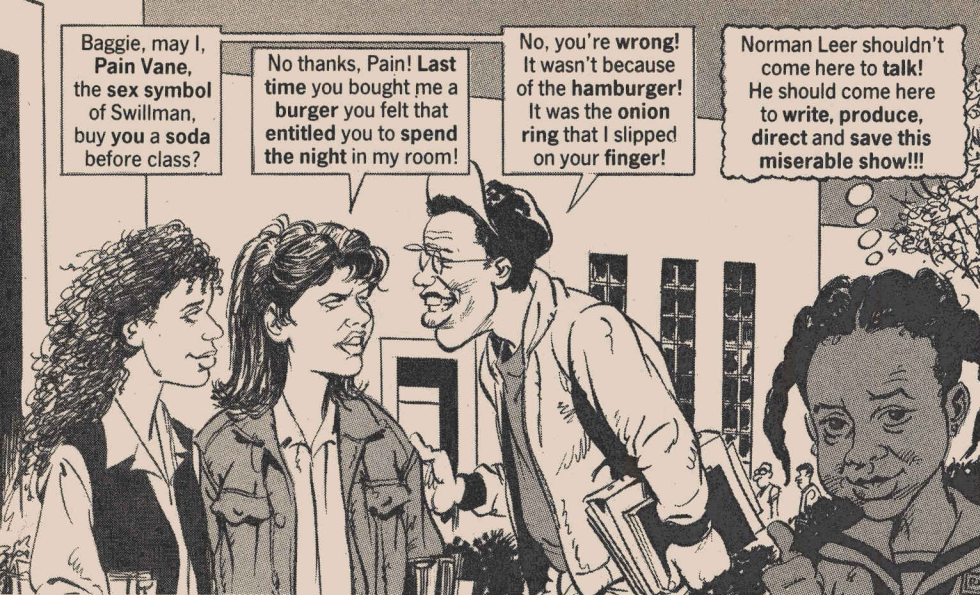
He's supposedly responsible for many of TV's quality sitcoms!

No wonder you've never heard of him!



HEXABLE HALL
→





Baggie, may I, Pain Vane, the sex symbol of Swillman, buy you a soda before class?

No thanks, Pain! Last time you bought me a burger you felt that entitled you to spend the night in my room!

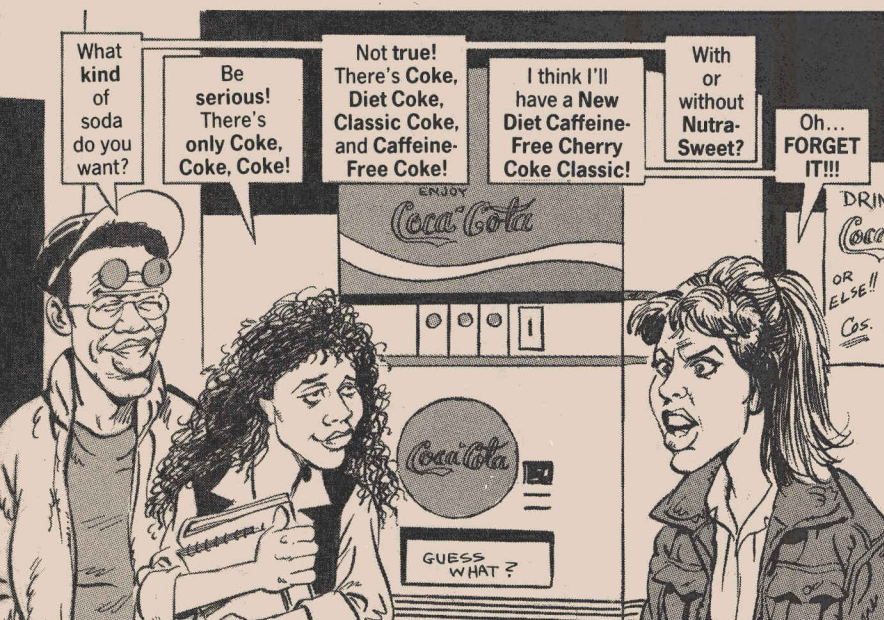
No, you're wrong! It wasn't because of the hamburger! It was the onion ring that I slipped on your finger!

Norman Leer shouldn't come here to talk! He should come here to write, produce, direct and save this miserable show!!!



Come on, I'll buy you both a soda and no commitments! Maybe you'll just bear one of my children!

That would be a lot easier than bearing your so-called wit!



What kind of soda do you want?

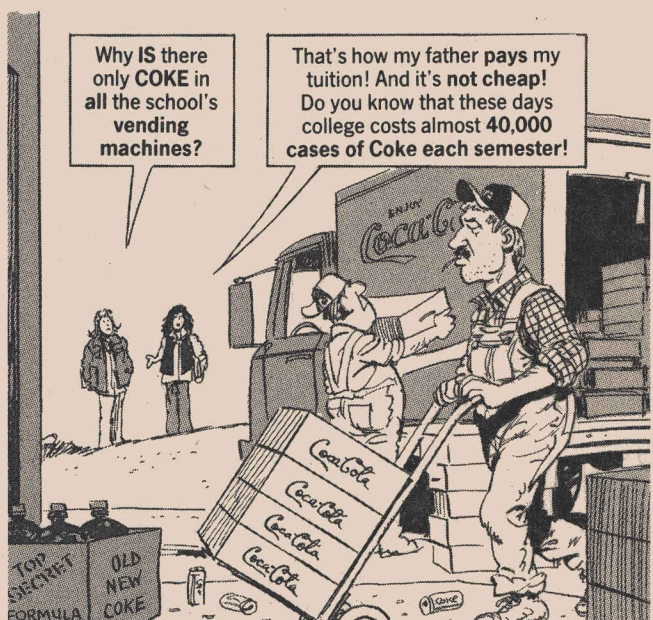
Be serious! There's only Coke, Coke, Coke!

Not true! There's Coke, Diet Coke, Classic Coke, and Caffeine-Free Coke!

I think I'll have a New Diet Caffeine-Free Cherry Coke Classic!

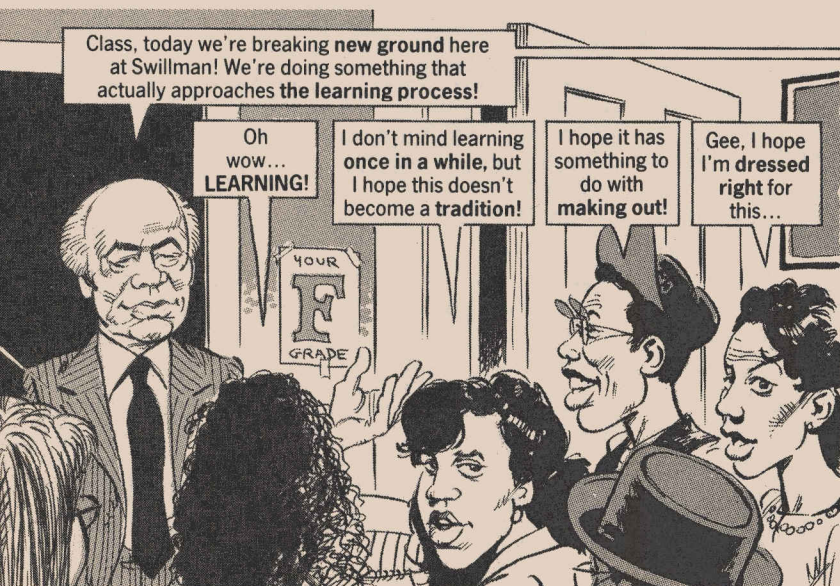
With or without Nutra-Sweet?

Oh... FORGET IT!!!



Why IS there only COKE in all the school's vending machines?

That's how my father pays my tuition! And it's not cheap! Do you know that these days college costs almost 40,000 cases of Coke each semester!



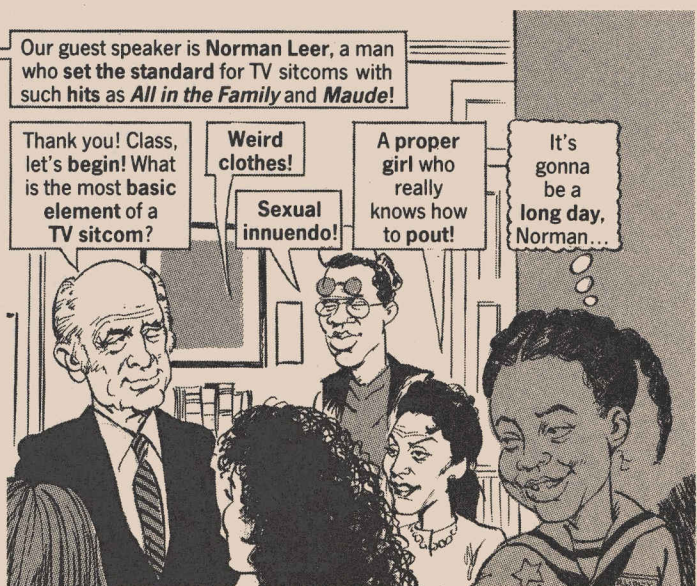
Class, today we're breaking new ground here at Swillman! We're doing something that actually approaches the learning process!

Oh wow... LEARNING!

I don't mind learning once in a while, but I hope this doesn't become a tradition!

I hope it has something to do with making out!

Gee, I hope I'm dressed right for this...



Our guest speaker is Norman Leer, a man who set the standard for TV sitcoms with such hits as *All in the Family* and *Maude*!

Thank you! Class, let's begin! What is the most basic element of a TV sitcom?

Weird clothes!

Sexual innuendo!

A proper girl who really knows how to pout!

It's gonna be a long day, Norman...



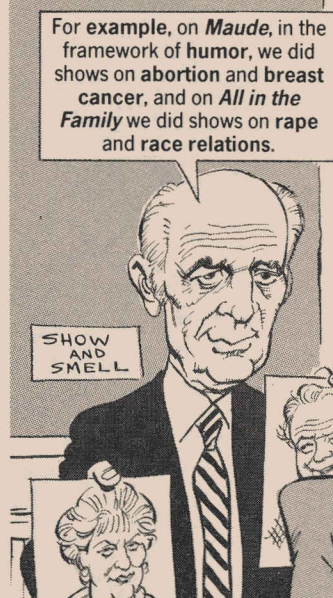


No, the most basic element of a sitcom is a plot!

A plot? What is that?

It's a storyline that sometimes provides conflict, sometimes provides insight, but at all times is interesting.

This might as well be a Latin class! I don't follow a word this clown is saying!



For example, on *Maude*, in the framework of humor, we did shows on abortion and breast cancer, and on *All in the Family* we did shows on rape and race relations.

Yeah, but did you ever do anything relevant?

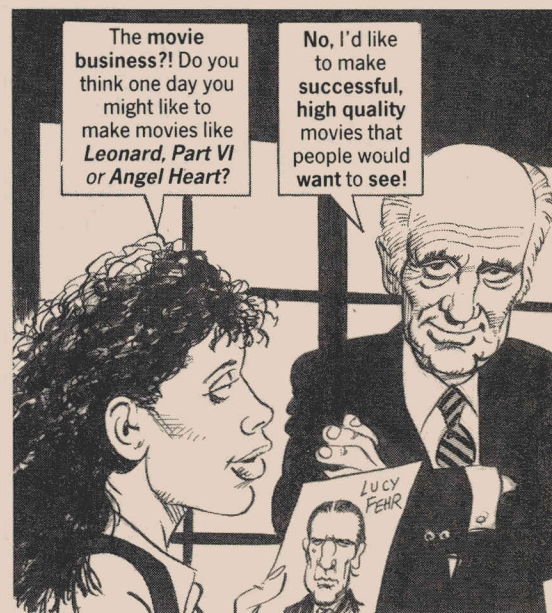


Here on *Indifferent World*, we did a humdinger of a show on littering and wearing pig noses!

And that really relevant show about staying up past curfew was something people didn't forget for minutes!

And wait until you see the important episode where I go out on a date and find my brand new dress is an inch too short!

Now I remember why I left television sitcoms to go into the movie business!



The movie business?! Do you think one day you might like to make movies like *Leonard, Part VI* or *Angel Heart*?

No, I'd like to make successful, high quality movies that people would want to see!

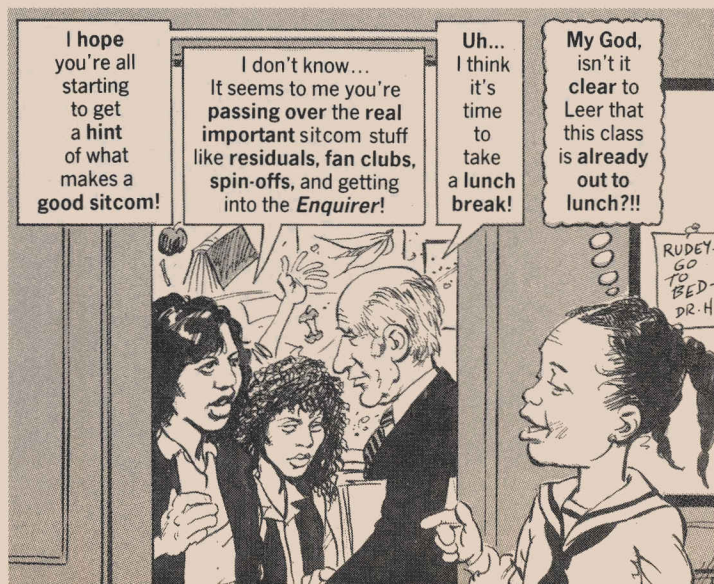


All right, back to TV sitcoms! Plot is important. Then you need characters people care about!

Hey, they care about me! They care about my mind and they care about my body, just not in that order!

Sitcom stars should be three-dimensional characters...

Make up your mind! Which is it—characters people care about, or 3-D people?!!



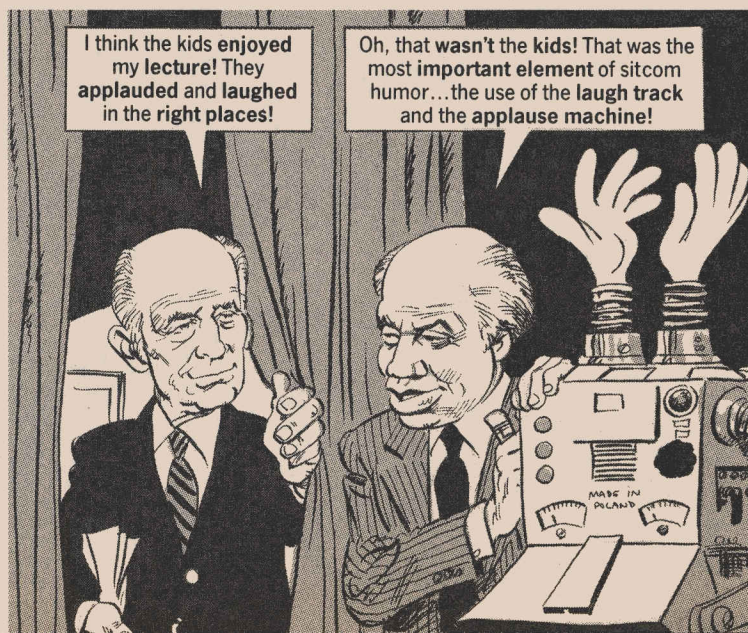
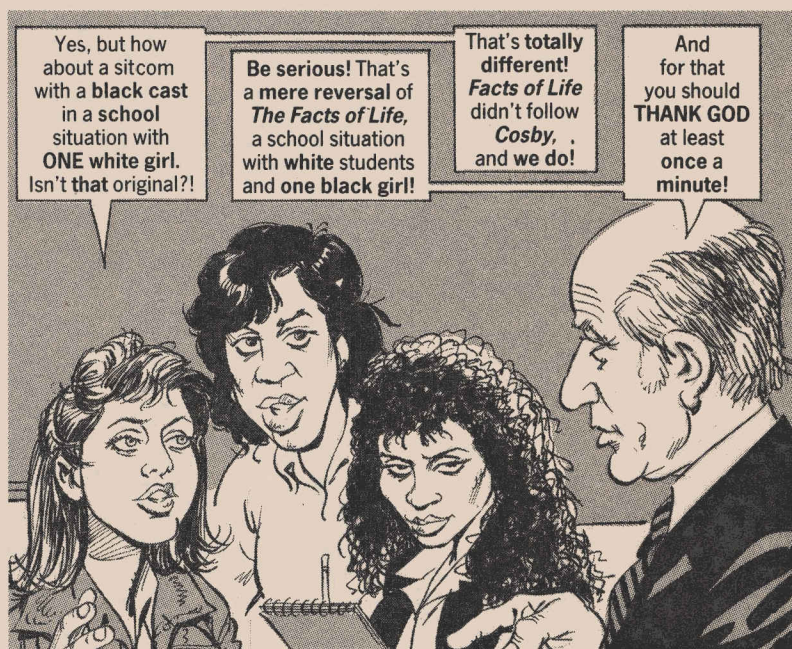
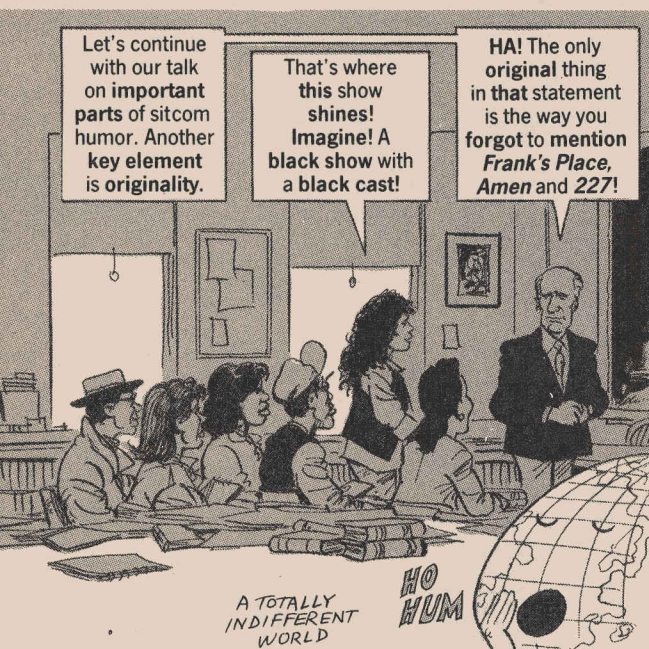
I hope you're all starting to get a hint of what makes a good sitcom!

I don't know... It seems to me you're passing over the real important sitcom stuff like residuals, fan clubs, spin-offs, and getting into the *Enquirer*!

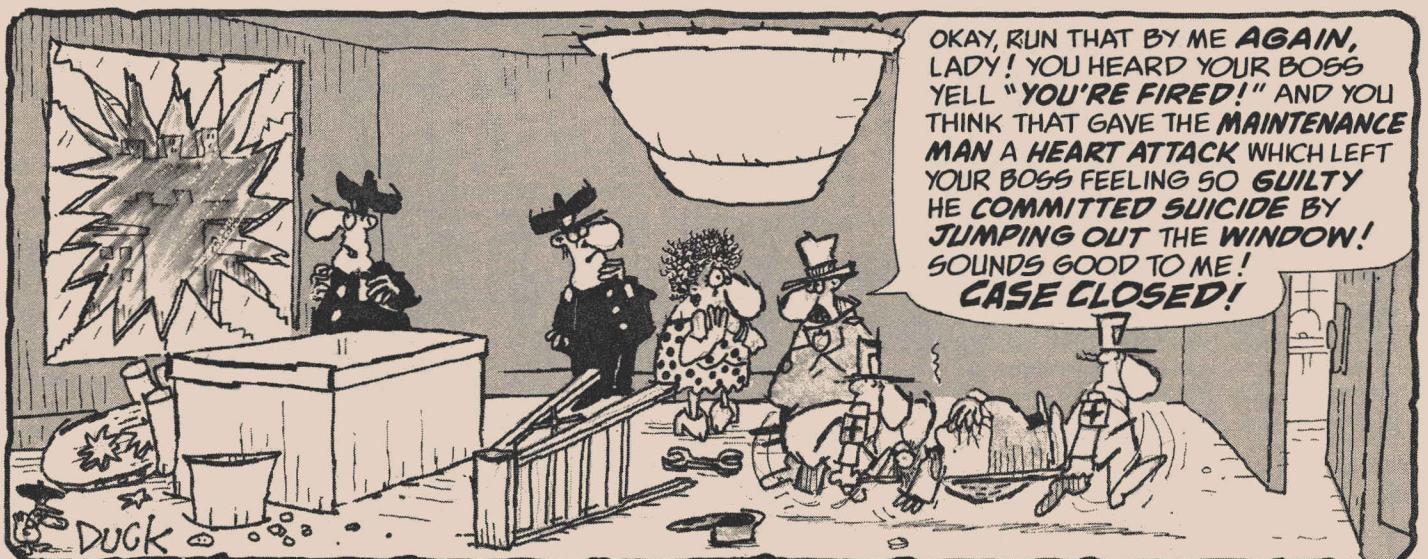
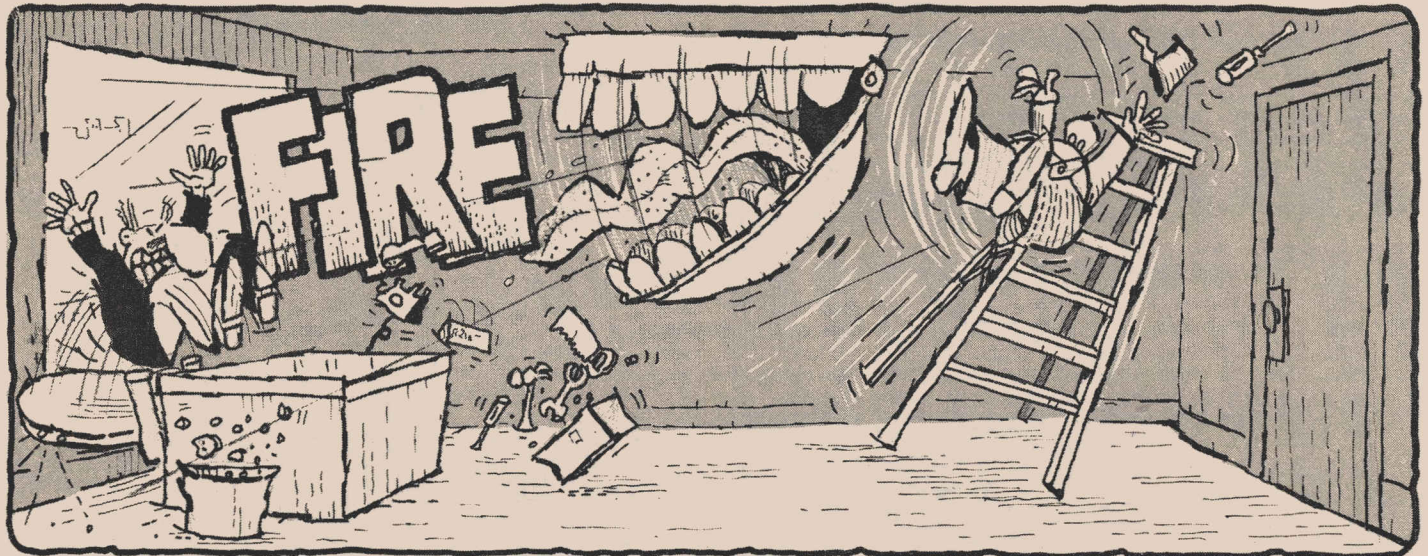
Uh... I think it's time to take a lunch break!

My God, isn't it clear to Leer that this class is already out to lunch?!!

RUDEY GO TO BED DR. H



THE DEMONIC DETECTOR DISASTER



Were you one of the unlucky ones who got a Nintendo or a Sega or some other video game system over the holidays? You say you can never play with it because you just can't figure out the cockeyed and confusing game cartridge instructions? We're not surprised! You'd probably have more fun and get higher scores if you created your own rules by filling in the blanks below with the words and phrases on the corresponding lists. At least that's what one MAD writer told us when he conned us into buying MAD's...

ALL-PURPOSE VIDEO GAME INSTRUCTIONS KIT



HOW TO PLAY

Save _____ ① _____ from
being _____ ② _____ by
_____ ③ _____ ④ _____
_____ ⑤ _____ . Using
_____ ⑥ _____ , destroy their
_____ ⑦ _____ with _____ ⑧ _____
while avoiding the _____ ⑨ _____
of their _____ ⑩ _____ .

SCORING

_____ ⑪ _____ ⑫ _____

DEEDLE DEEDLE DEEDLE

1

the Universe
Earth
Emerald City
the Indianapolis Colts
lovely Valerie
your underarms
this unhappy marriage
your neighborhood psycho
Tulsa
the Good Hands People
Tracey Ullman
this punk kid

5

from Arcturus
beyond our galaxy
in drag
up to no good
looking for action
reciting "Hiawatha"
pushing your buttons
wearing velvet
just off Exit 17
running in place
with overbite
scratching themselves

9

deadly fire
paralyzing breath
liberal programs
fang marks
pass rush
unpleasant aftertaste
horrible punchlines
social diseases
endless sales pitches
smug attitude
slam dunks
vacation slides

2

wiped out
overrun
taxed to death
bench-pressed
baked at 350°
humiliated
slobbered over
sweet-talked
tail-piped
reincarnated
spindled and mutilated
Sanforized

3

invading
alien
whining
bleeding-heart
rush-hour
lead-free
guilt-ridden
sleazy
unabridged
nerdlike
low-calorie
Methodist

4

spacemen
mutants
Hukons
Zarks
flashers
summer replacements
wimps
saxophonists
break-dancers
zinc worshipers
Cornhuskers
Peruvian Jaycees

6

the Blast Button
the joystick
lies and deceit
your toes
the bump-and-run
Herbalife
Bob's lawn mower
limp pizza
the handy twist-top lid
the gifts God gave you
hired gnomes
all Utica has to offer

7

armies
missiles
"nice guy" image
moments of intimacy
Roach Motels
hopes of citizenship
singles bars
dream kitchens
retirement villages
Olympic pin collections
memories of Duluth
pockets of cellulite

8

atomic torpedoes
rockets
killer minnows
spit
a dash of tabasco
a knee in the groin
a belt-high fastball
stoned droids
attack poodles
raw sewage
Pia Zadora films
fur-bearing mercenaries

10

phasers
space cannon
trained gnats
Alf look-alikes
in-laws
trivia freaks
few remaining virgins
all-Capricorn army
fiddlers three
late-night talk shows
vegetarian death squads
anti-abortionists

11

Every 100 ships destroyed
Every 1000 Fleets vaporized
A score of 600 zillion
Landing on Baltic Avenue
Tipping the maitre d'
Bathing regularly
Punching yourself in the face
Rolling a hard six
Saying you're a friend of Sid's
Getting it on with a Martian
Raising with a pair of kings
Draining your sinuses

12

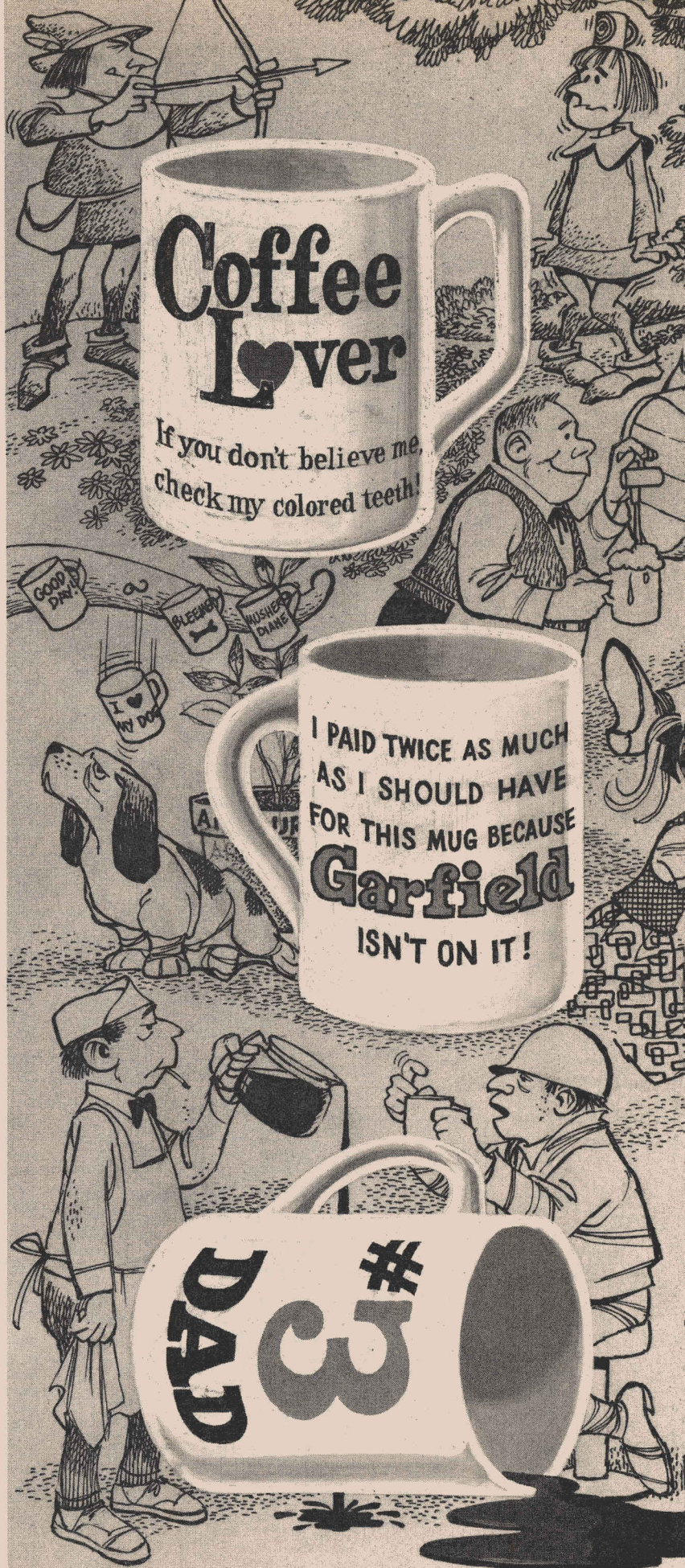
extends your playing time
wins a free game patch
looks good on your resumé
brings on rigor mortis
means oh so very much
helps control psoriasis
brings grief and suffering
feeds an Albanian
provides a cheap thrill
sucks
won't help James Caan's career
means absolutely nothing

CUPS AND RIBBERS DEPT.

At home, work or school, there's nothing that spoils a nice beverage more than drinking it out of a mug with some tacky, cliché saying on it like, "World's Best Mom," "Hang On—Friday's Comin'" or "Nurses Do It Better!" Just think of how much love and respect you'd earn if you replaced those dull and annoying slogans with some of the even more tasteless and annoying slogans on...

EYE CATCHING MAD MUGS

TO REPLACE THE
BORING ONES
WE'RE ALL USED TO



ARTIST: BOB CLARKE

WRITERS: CHARLIE KADAU AND JOE RAIOLA



**ORGAN
DONORS**

LEAVE
DONATIONS
HERE

PROPERTY OF
**BILL'S
HERPES
CLINIC**

**VIVA
CAFE**

I ♥ Boring.
Uninspired
Messages On
Coffee Mugs

**SNEAK SIPS
AT YOUR
OWN RISK
I Drool
When I Drink**

**ABUSED BY
A KENNEDY**

...and
proud
of it!

MY PARENTS WENT
TO FLORIDA AND ALL
THEY GOT ME WAS
THIS LOUSY MUG-
**SO I KILLED
THEM!**

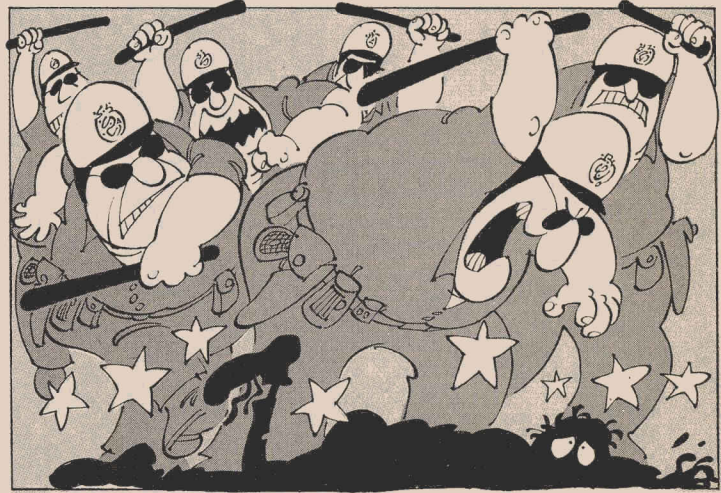
WORDS OF A FEATHER DEPT.

We all know birds of a feather “flock” together, buffaloes cruise in a “herd,” cats do the move in a “chowder,” and all those owls outside your window constitute a “stare,” but frankly, who cares? This ain’t the National Geographic, and we ain’t Marlon Perkins! That’s why we now proudly present...

MAD



a SLUDGE of EXXON EXECUTIVES



a CLOBBERING of LAPD COPS



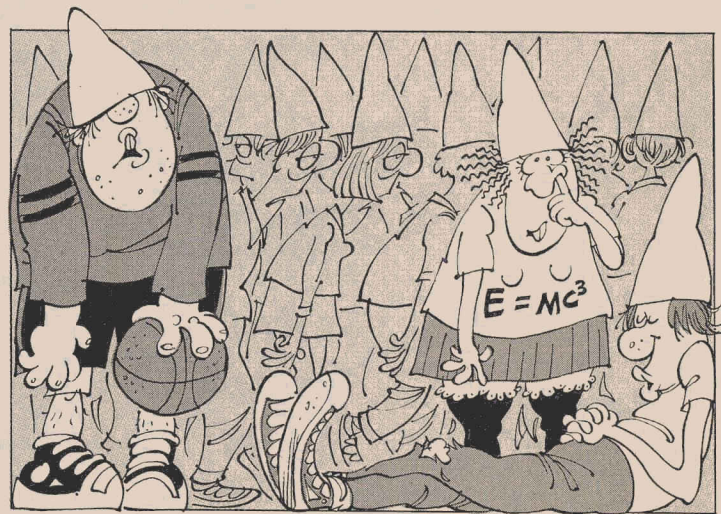
a FLEECE of S&L BANKERS



a GEEK of TREKKIES

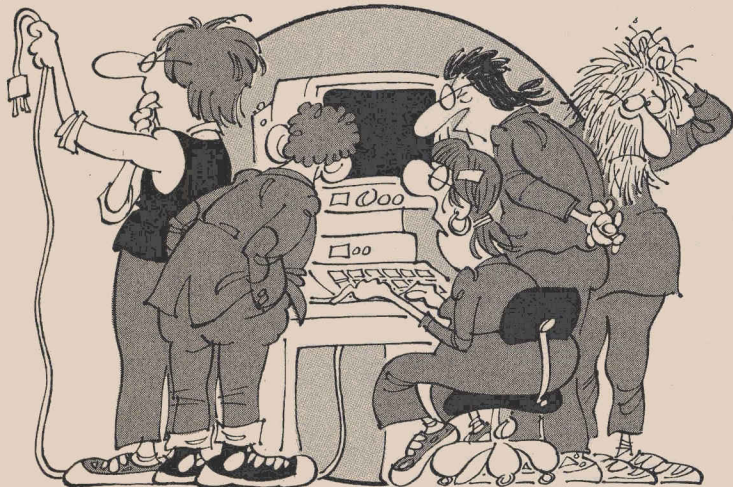


a CONGRESS of CHECK BOUNCERS

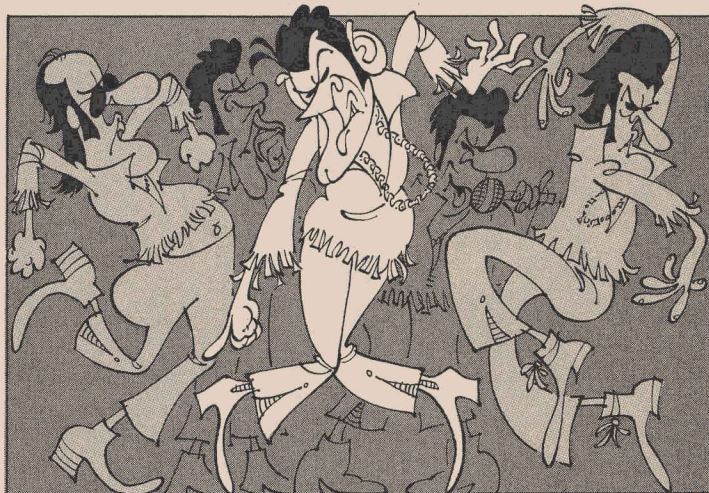


a FLUNK of AMERICAN HIGH SCHOOL STUDENTS

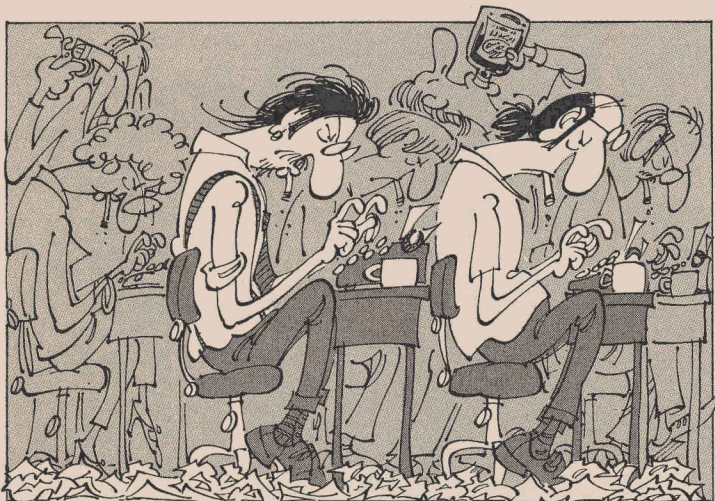
GROUPLINGS



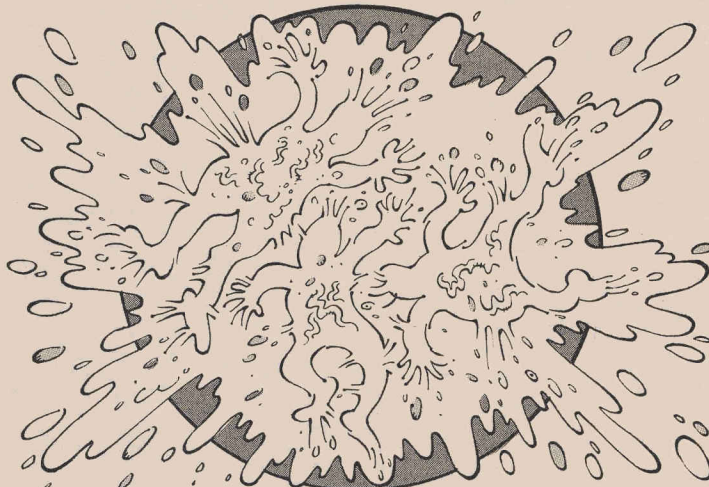
a **GLITCH** of COMPUTER PROGRAMMERS



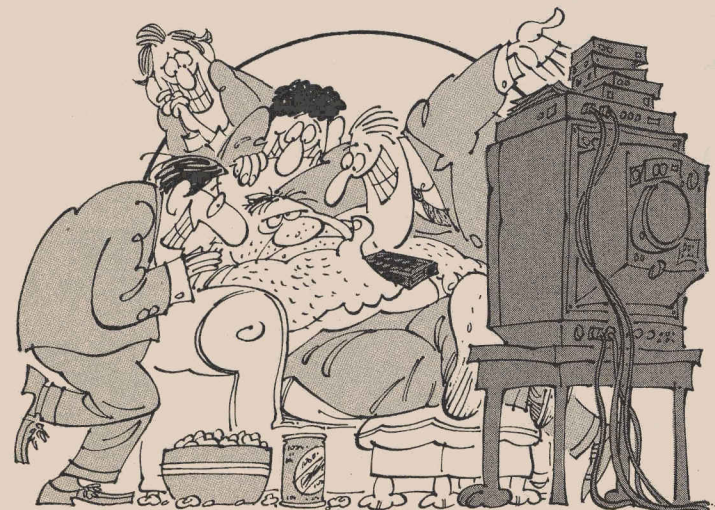
a **SNEER** of ELVIS IMPERSONATORS



a **HACK** of HOLLYWOOD SCREENWRITERS



a **SPLAT** of BUNGEE JUMPERS



a **PANDER** of NETWORK EXECUTIVES



a **CLOD** of MAD READERS

In recent years, "as told to" books have become increasingly common. Politicians, sports figures and entertainers have all "told" their life stories to professional writers. But we're certain that some of these public figures, given their dispositions and personal quirks, didn't just "tell" their story to their collaborators, and we think it's high time that book publishers owned up to this fact! It's with this in mind that we present...

STILL talking



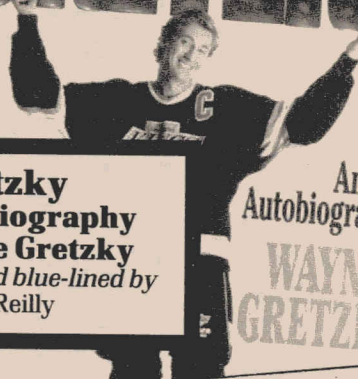
**Still Talking
By Joan Rivers**
*As irritatingly yakked to
Richard Meryman*

JOAN Rivers

with Richard Meryman

THE PHENOMENAL SUCCESS STORY
OF HOCKEY'S "GREAT ONE"

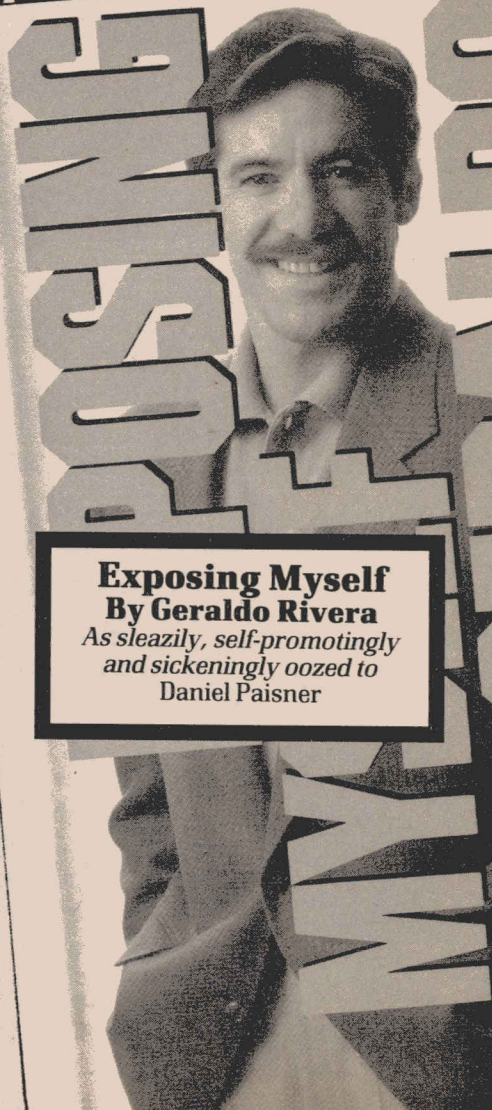
GRETZKY



Gretzky
An Autobiography
By Wayne Gretzky
*As assisted and blue-lined by
Rick Reilly*

An
Autobiography
**WAYNE
GRETZKY**

With
RICK REILLY



Exposing Myself
By Geraldine Ferraro
*As sleazily, self-promotingly
and sickeningly oozed to
Daniel Paisner*

Ordeal
By Linda Lovelace
*As orally presented to
Mike McGrady*

THE BESTSELLING TRUE STORY
EVERY WOMAN IN AMERICA
WILL WANT TO READ!
LINDA LOVELACE
WITH MIKE MCGRADY
AUTHORS OF
OUT OF BONDAGE


Ordeal

"It happened to me. It could
happen to any woman."

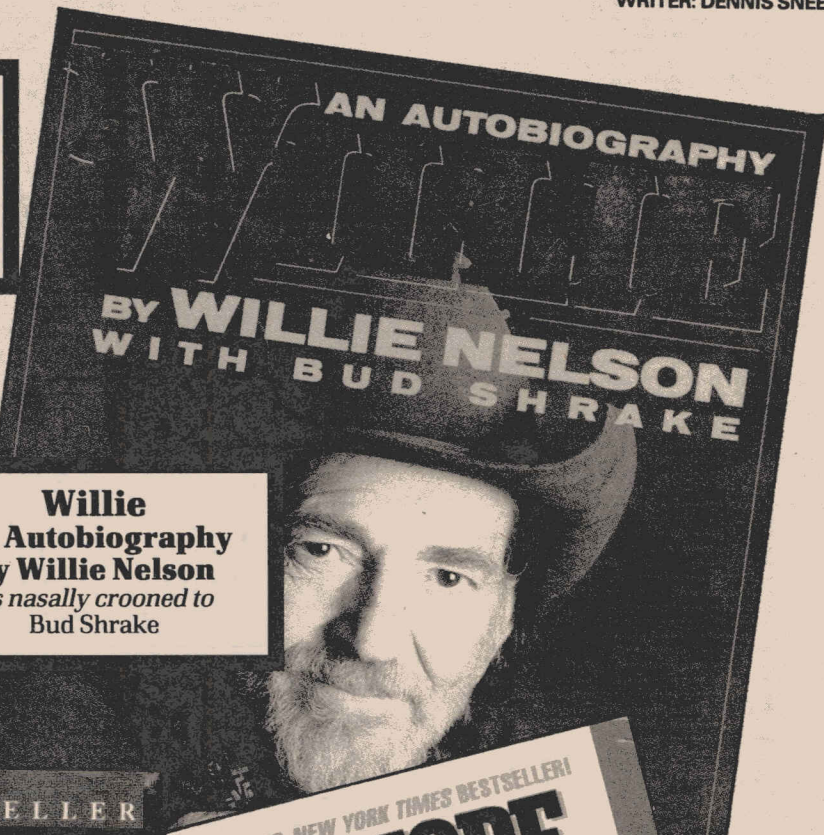
"AS TOLD TO" BOOKS

More Accurately Described

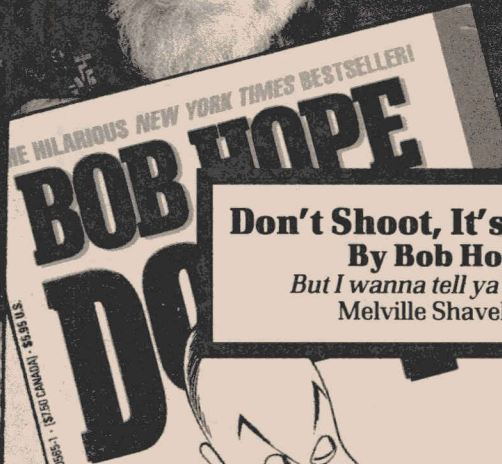
WRITER: DENNIS SNEE



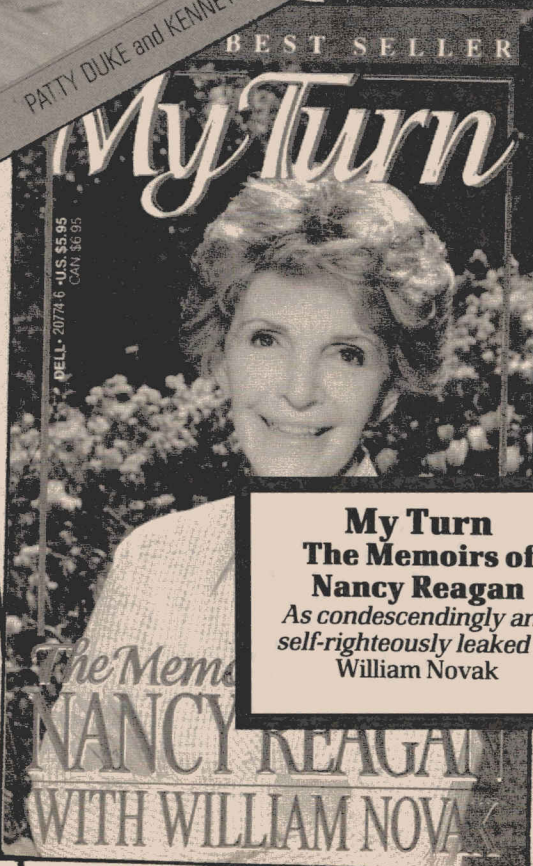
Call Me Anna
The Autobiography of
Patty Duke
*As pitched as a TV Movie to
Kenneth Turan*



Willie
An Autobiography
by Willie Nelson
*As nasally crooned to
Bud Shrake*



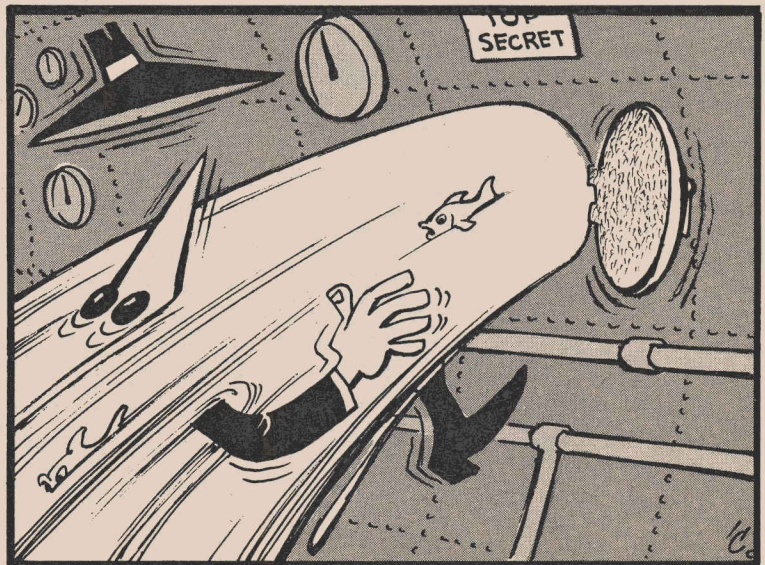
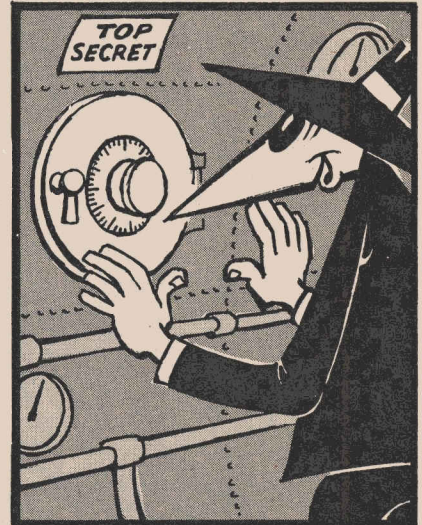
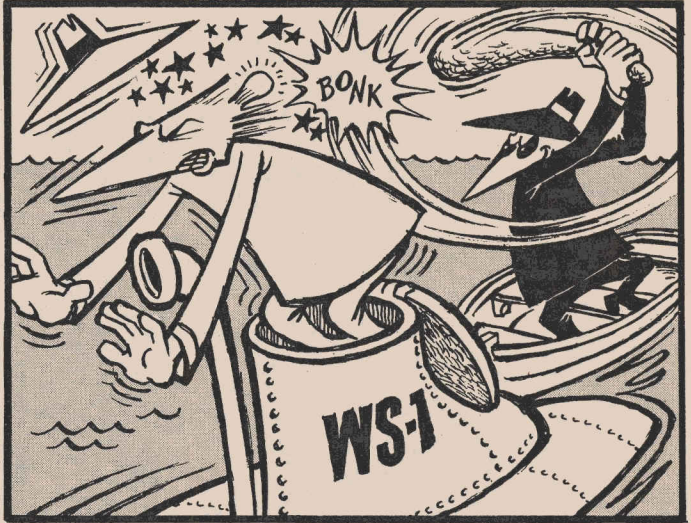
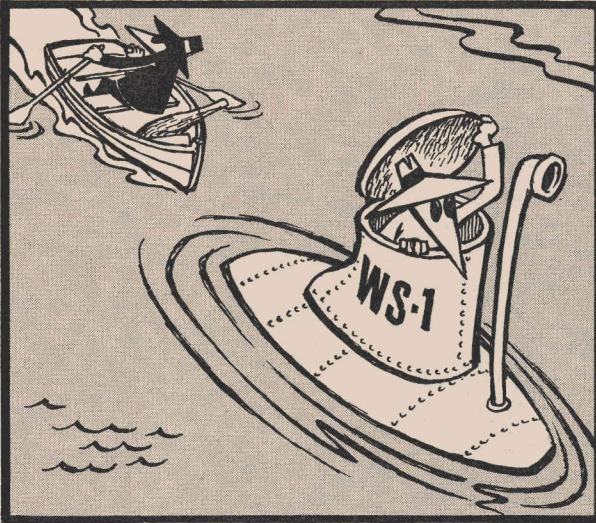
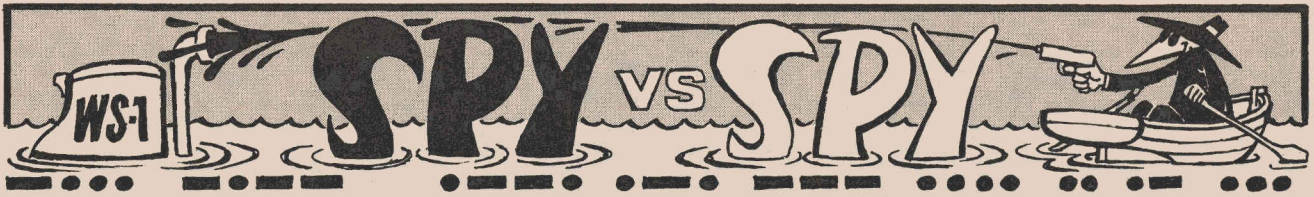
Don't Shoot, It's Only Me
By Bob Hope
*But I wanna tell ya through
Melville Shavelson*

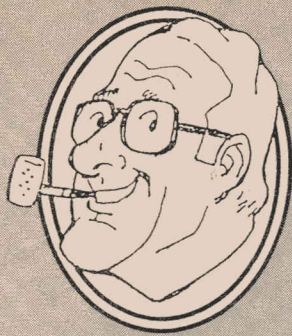


My Turn
The Memoirs of
Nancy Reagan
*As condescendingly and
self-righteously leaked to
William Novak*



Don't Shoot, It's Only Me
With
Melville Shavelson





BERG'S-EYE VIEW DEPT.

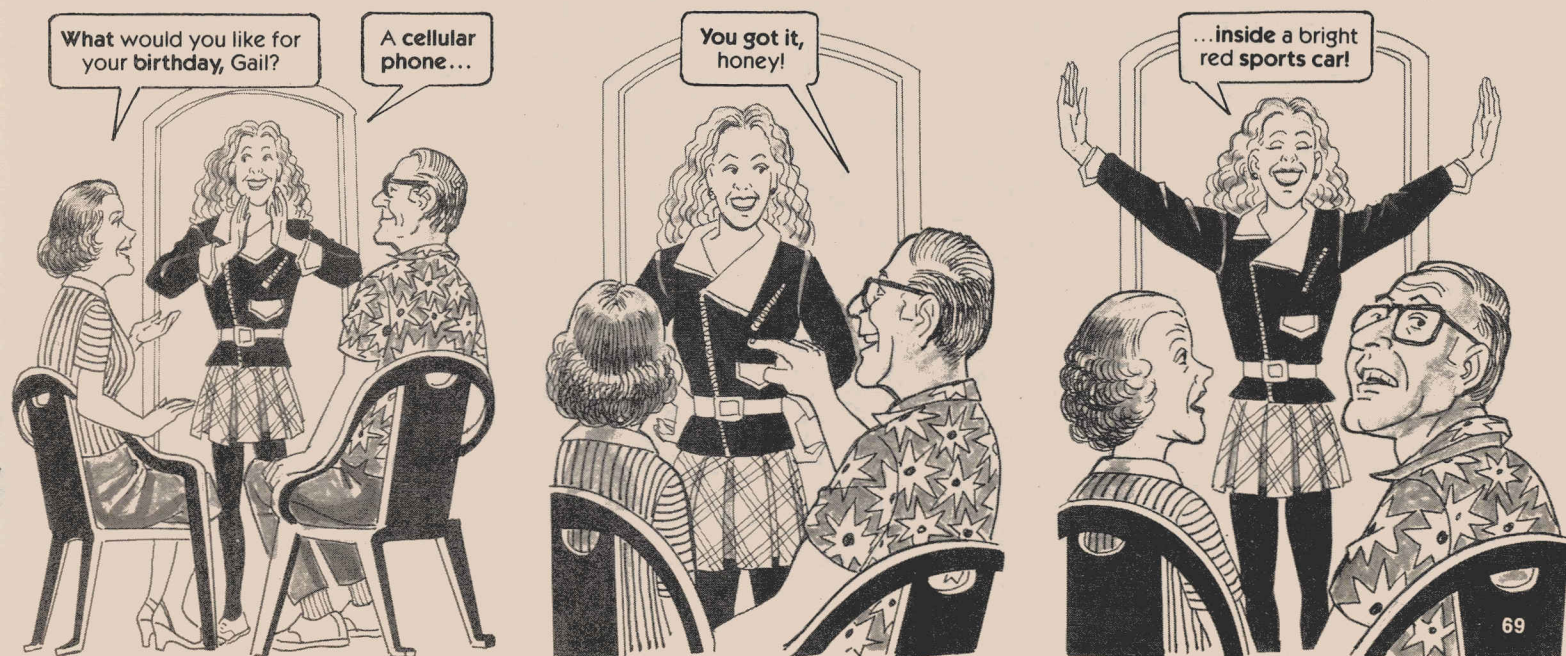
The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

SUCCESS



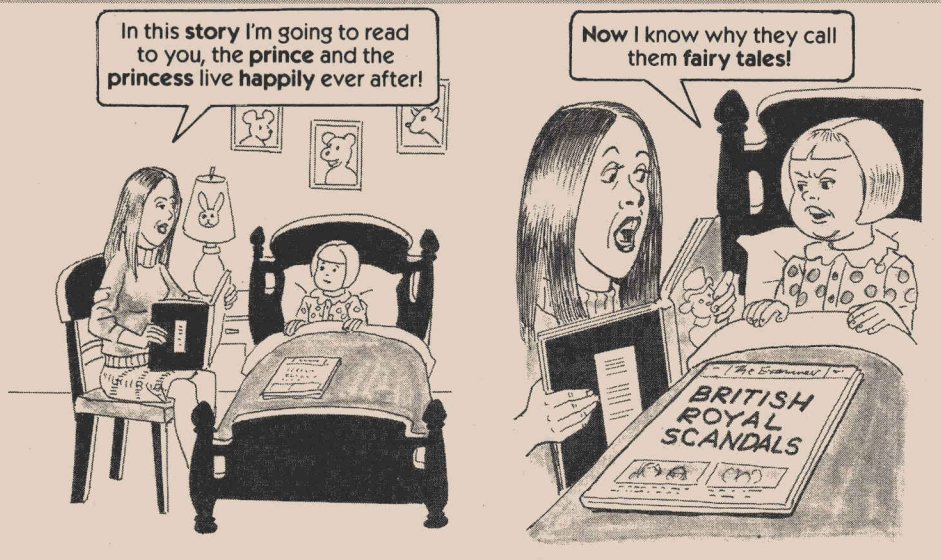
GIFTS



EAVESDROPPING



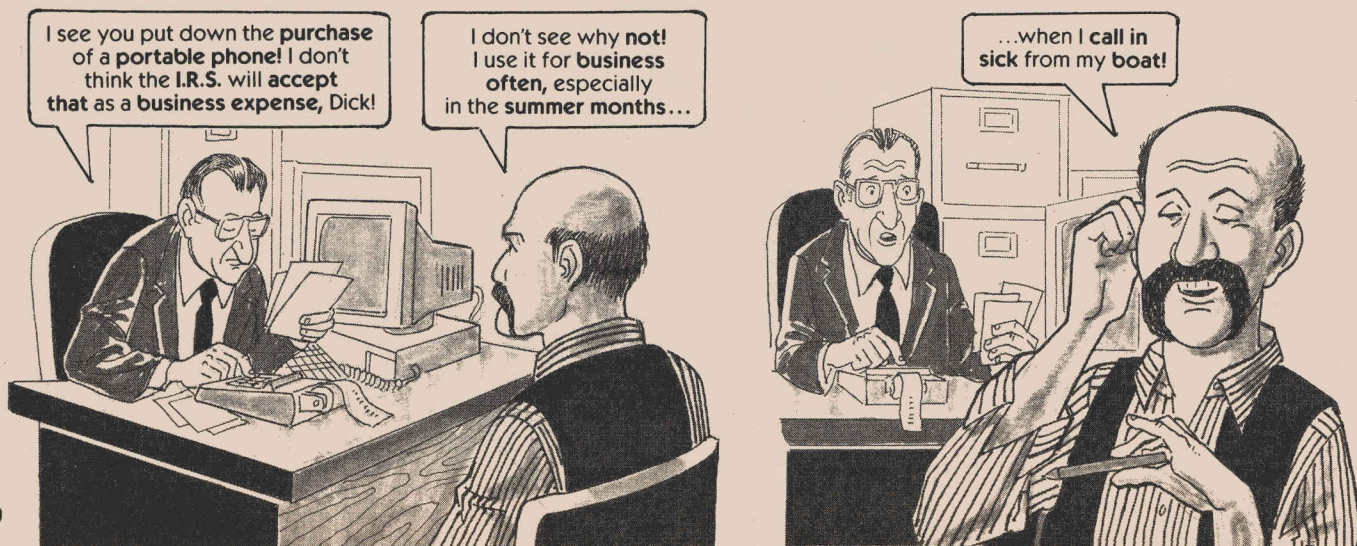
ROYALTY



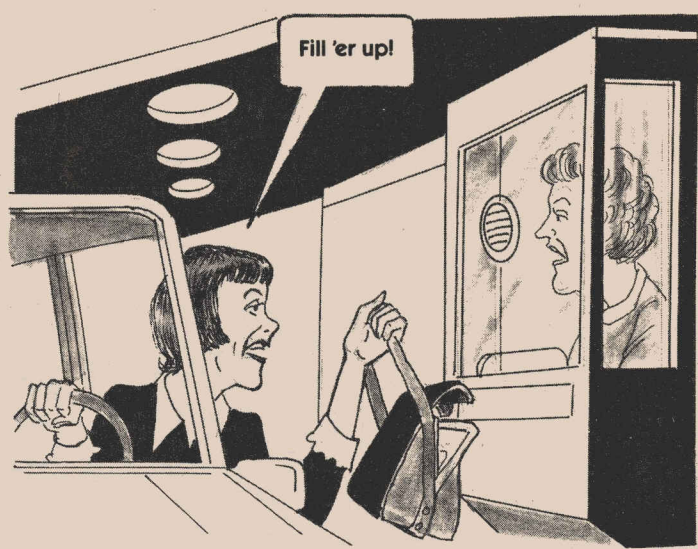
FITNESS



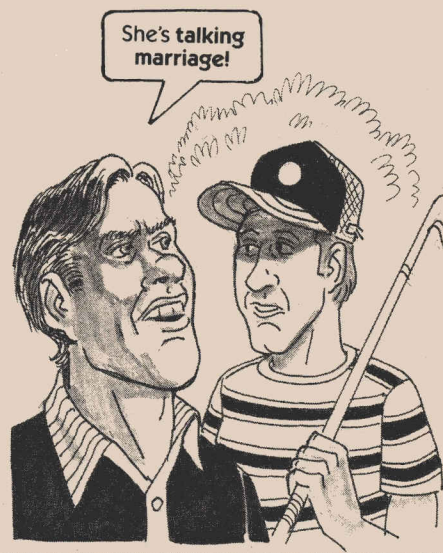
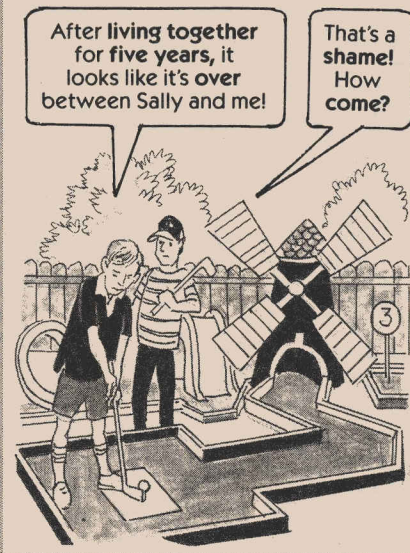
DEDUCTIONS



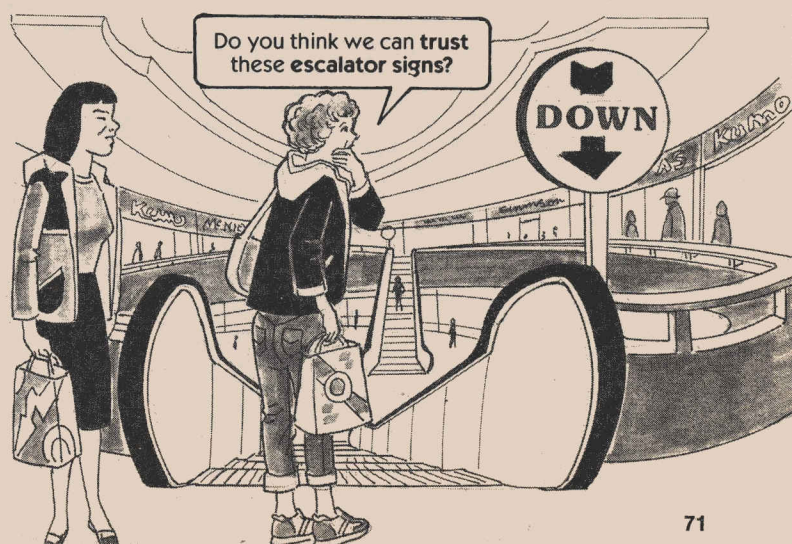
BANKING



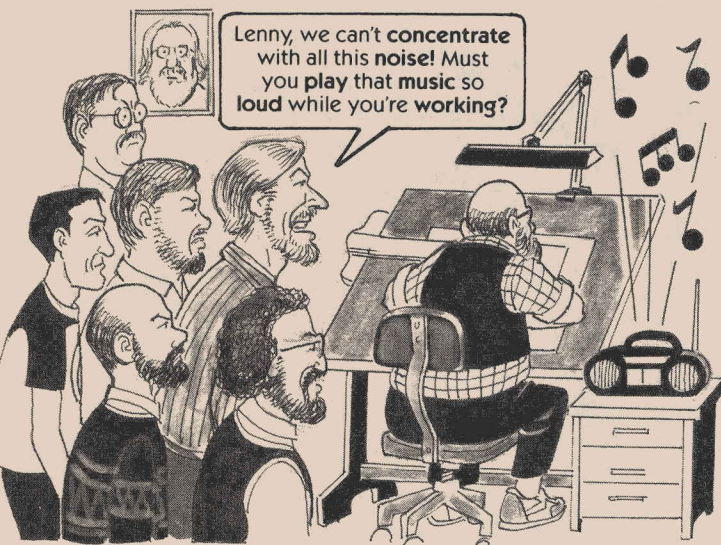
RELATIONSHIPS



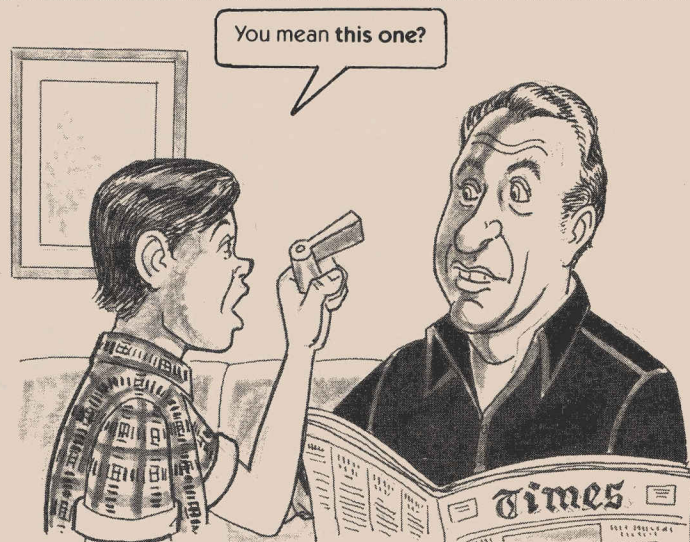
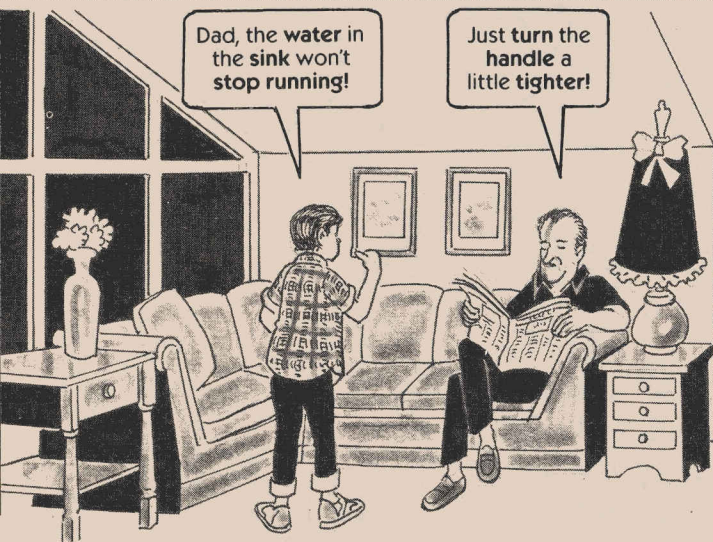
SIGNS



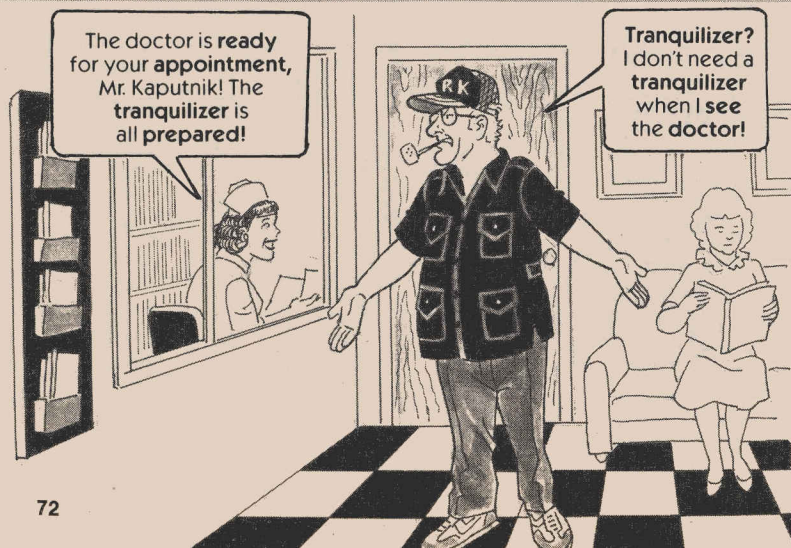
THE OFFICE



HOME REPAIR



DOCTORS



ALONG THE SNIDE LINES DEPT.

Not too long ago, we fired off a barrage of insults at every highly rated individual and well respected organization we could think of and called the entire mess "The MAD Nasty File." It was our insincere hope that by bursting every one of the world's over-inflated balloons we wouldn't need to vent our spleen in a similar fashion for a long time. But alas, much to our delightful dismay, we find there is already a new crop of celebrities and "institutions" that have yet to feel the sting of our pointed barbs! So, with no apologies, we petulantly present...

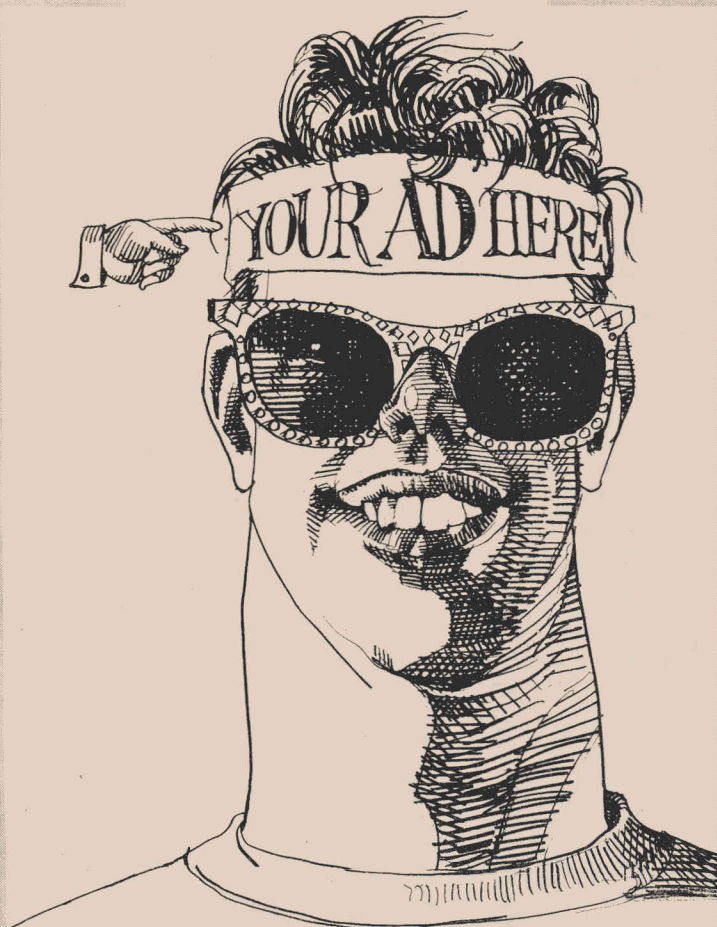
the MAD NASTY FILE

(VOL TWO)

ARTIST: GERRY GERSTEN

WRITER: TOM KOCH

JIM MCMAHON



- ...wears an elastic headband in the hope it will somehow keep his brain in place.
- ...became a hero in Chicago, the town that also has a warm feeling for the Cubs, Al Capone and stockyard aroma.
- ...proved that any quarterback can look good on a team that has a backfield with Walter Payton and a defense with Refrigerator Perry.

LT. COL. OLIVER NORTH



- ...picked a gorgeous model to be his secretary, which proves that his judgement isn't always bad.
- ...sincerely believes that the rank of Marine Colonel outranks the President of the United States.
- ...proved that the people of this country want to know what's really going on—with their favorite soaps, considering how many complained when they were pre-empted.

JACK NICHOLSON



- ...doesn't make horror movies intentionally — his romantic comedies just turn out that way.
- ...is noted for his portrayals of a psychopath, an astronaut and an underworld hit man — all played exactly alike.
- ...could do a great impersonation of a cobra, if only his smile had more warmth.

OPRAH WINFREY



- ...got her unusual first name because her baby brother couldn't pronounce "Obesity."
- ...proved that anyone can succeed in a field where the only real competition is Phil Donahue.
- ...tells all her guests she has the same problems they do, which is a little hard to believe when she has bulimiacs on the show.

"POLICE ACADEMY" MOVIES



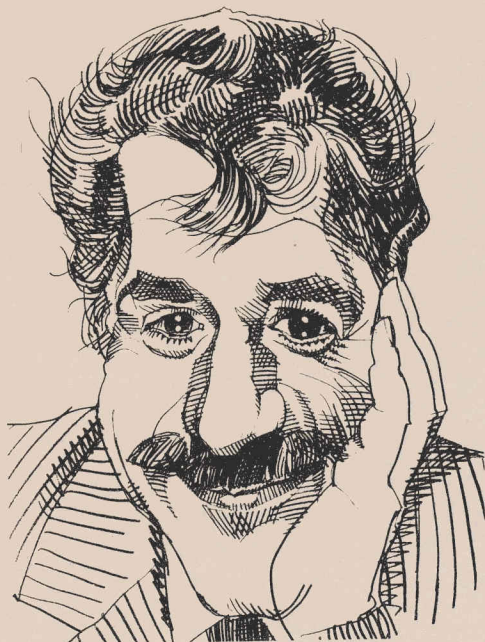
- ...prove that even Bubba Smith can seem like a talented actor if he's surrounded by a cast that's sufficiently untalented.
- ...help children learn to show even less respect for law enforcement than they already do.
- ...consist of about 90 brief scenes that can be shown in any order without disturbing the plot — or helping it.

ICE HOCKEY



- ...is a convenient way for players to give blood without traveling all the way to Red Cross headquarters.
- ...gives people in Edmonton something more entertaining to do in the wintertime than listen to their frozen noses break off.
- ...is the only sport you can watch on TV for a lifetime without ever actually seeing a goal scored.

"JEOPARDY"



- ...keeps viewers happy with the promise that two of each day's insufferable smart alecks will lose.
- ...is the only place where a doctoral student in ancient history can hope to win part of his tuition money back.
- ...fills a need by giving people who know Herbert Hoover's middle name a place to show off their skill.

FERDINAND AND IMELDA MARCOS



- ...discovered that a whole country can be run the same way Jim and Tammy Bakker ran the PTL
- ...hope to return to the Philippines one day because the country still has \$14 left that they neglected to steal.
- ...insist they are innocent of wrongdoing, which is sort of like Danny DeVito insisting that he's really six-feet-four.

TOM CRUISE

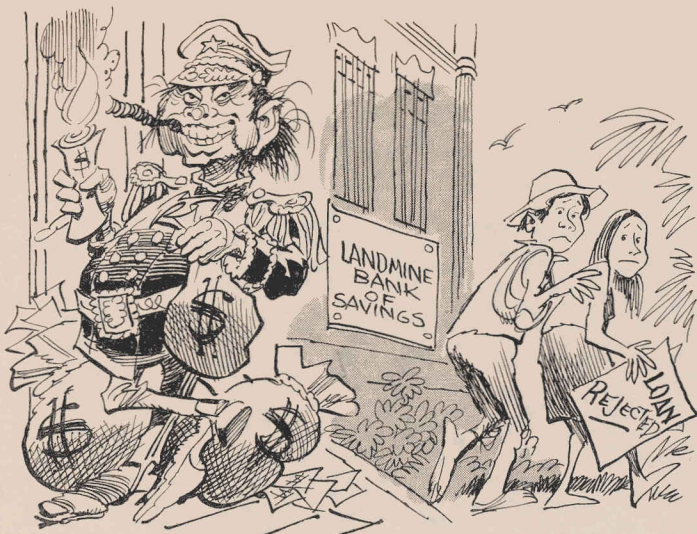


- ...uses a stand-in for his billiard shooting and jet flying scenes, but unfortunately does the other stuff himself.
- ...received race driving lessons from Paul Newman when he should have been begging for acting lessons.
- ...is considered a wholesome type because he has pearly teeth, short hair and a better police record than Sean Penn.

GARY HART



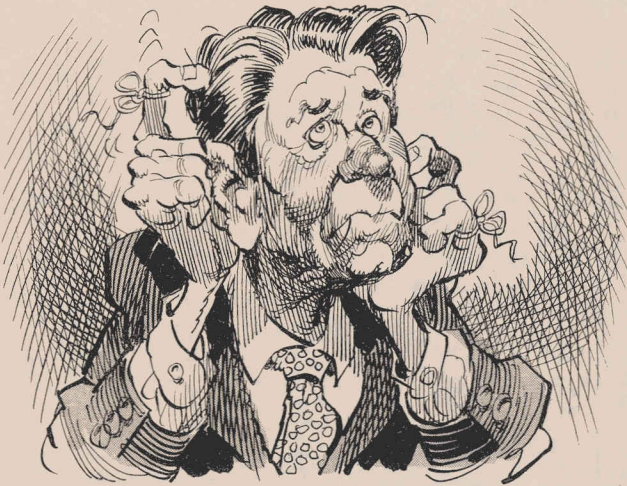
- ...tried to model his life after John Kennedy, but wound up in a scandal more reminiscent of Ted Kennedy.
- ...is the only politician who still owes campaign debts going back to his run for Sixth Grade Hall Monitor.
- ...now wishes he'd taken up the hobby of making model boats, rather than making models on boats.



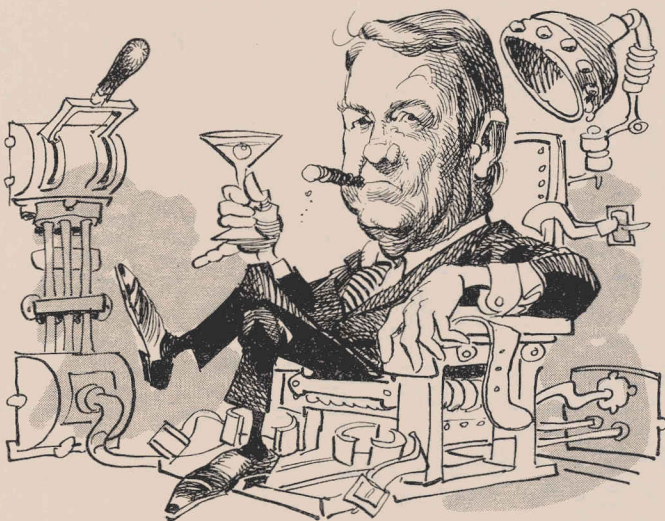
...when any of us can get a bank loan as easily as the fascist dictator of some debt-ridden country.



...when we can remember who last year's Miss America was if she doesn't take off all her clothes.



...when Reagan forgets a 1947 anecdote about the movies as easily as he forgets the details of Iran-Scam.



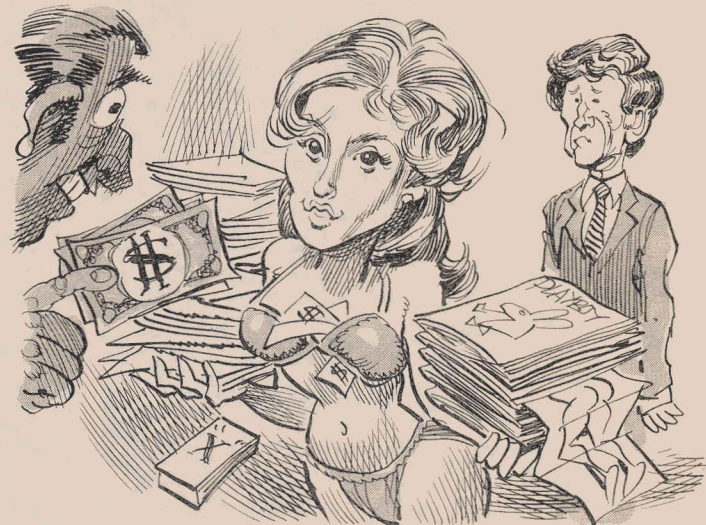
...when politicians who are "tough on crime" insist on the death penalty for graft, corruption, and bribe-taking.

THE ODDS MUST BE CRAZY DEPT.
THAT

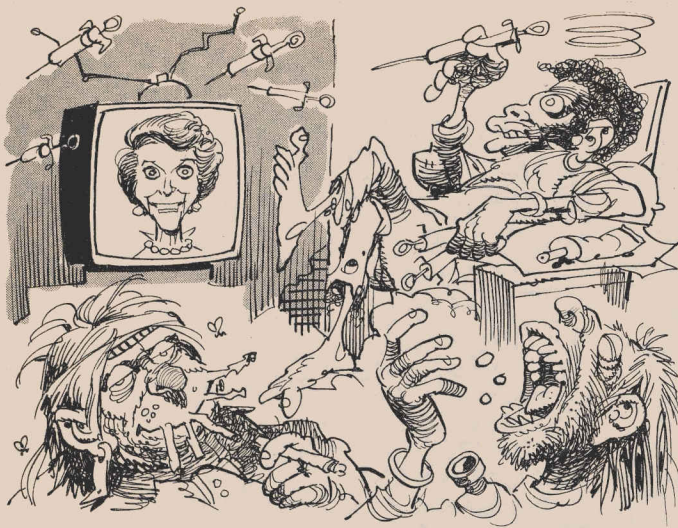
We're pleased to announce that MA
this year's Pulitzer Prize for Literat
gullible readers have passed out fr
like to present a few other events

THE

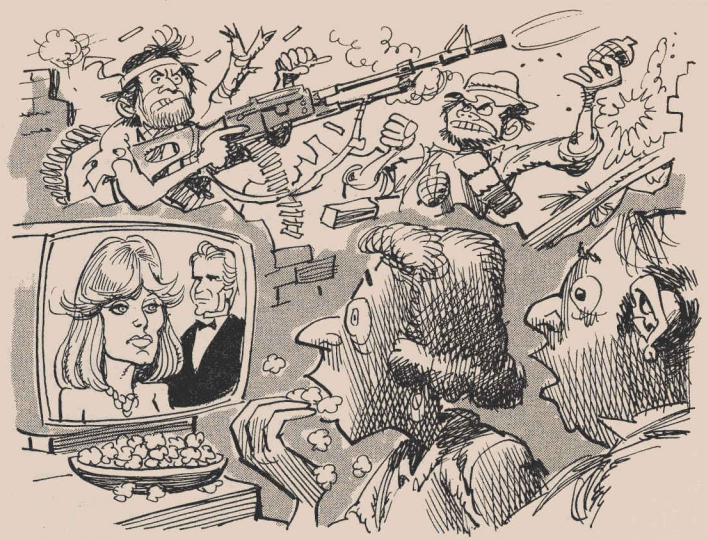
ARTIST: JACK DAVIS



...when participants in sleazy scandals are too ashamed to sell their stories to producers and book publishers.



...when drug addicts go cold turkey and give up cocaine because Nancy Reagan tells them to "Just Say No."

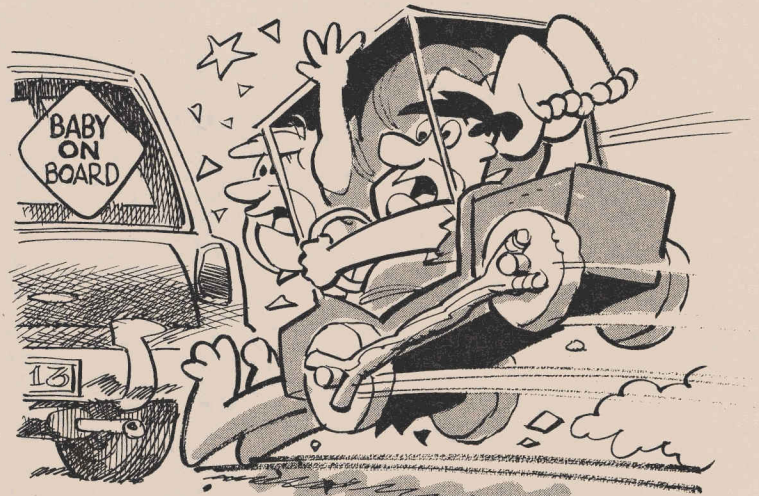


...when Americans care more about the Sandinistas vs. the Contras than they do about the Colbys vs. the Carringtons.

YOU'LL BE SHOCKED! TODAY!

D has been selected to receive
ure. HA! Now that our more
om shock—or schlock!—we'd
s that will make you shout...

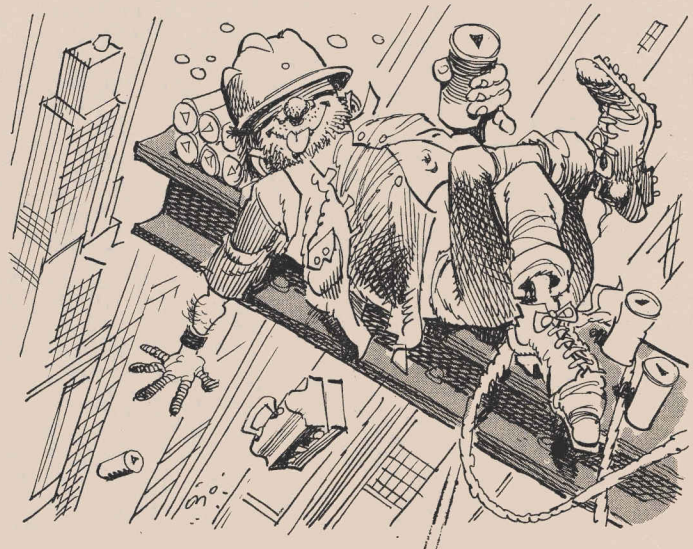
WRITER: BARRY LIEBMAN



...when other motorists start driving more carefully the moment they see a stupid yellow "Baby on Board" sign.



...when some poor, oppressed, down-trodden country actually improves after covert C.I.A. interference.

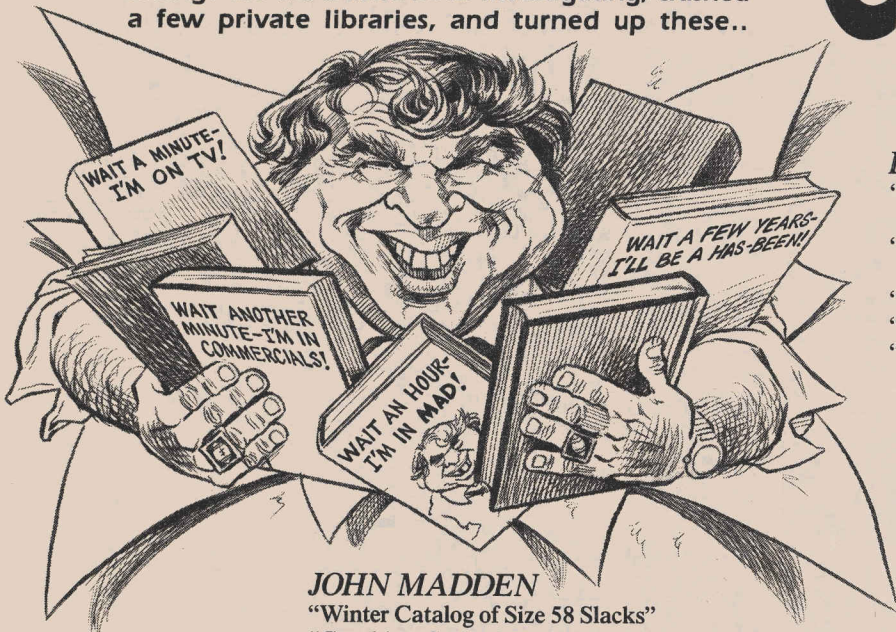


...when Madison Avenue shows us what construction workers really look like after they've chugged down a few beers.

When TV shows visit the homes of famous people they show the pool, the sauna, the 50-foot kitchen. But you never see any books. Why not? Can't celebrities read? Sure they can! So what books are they hiding? We did a little MAD investigating, crashed a few private libraries, and turned up these..

CELEBRITY

ARTIST: SAM VIVIANO

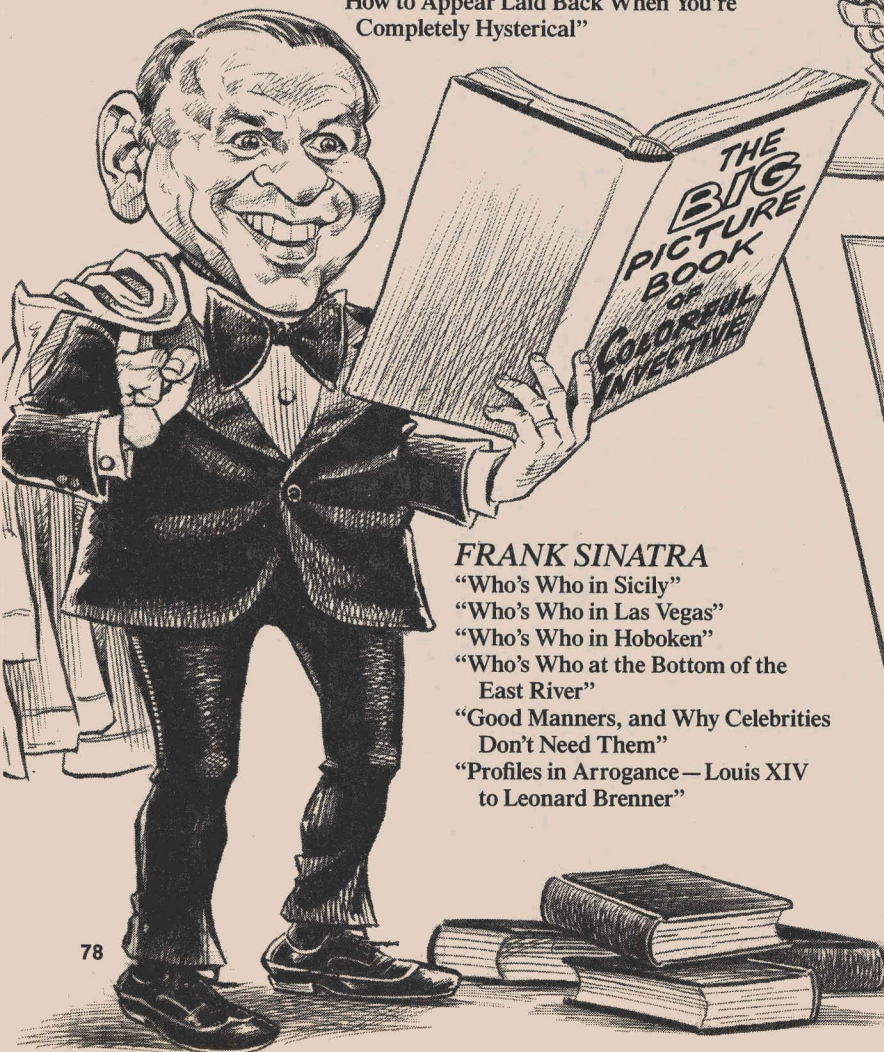
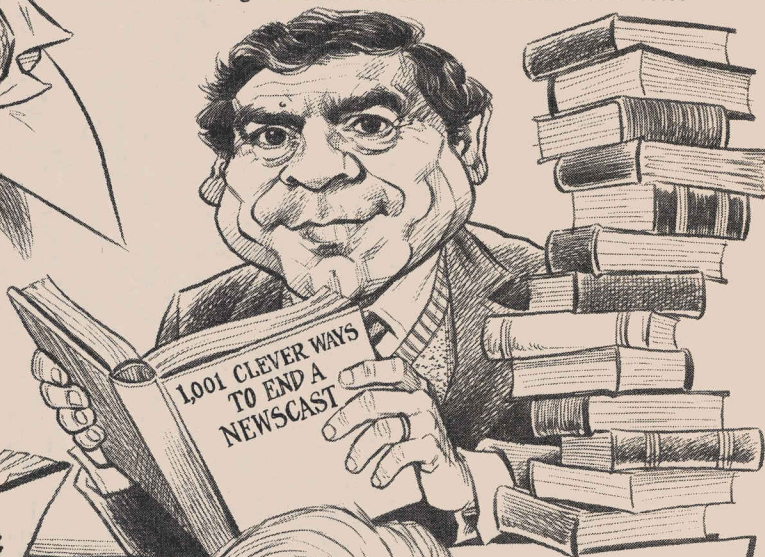


JOHN MADDEN

"Winter Catalog of Size 58 Slacks"
 "Coaching: Springboard to TV Commercials"
 "Dull Sports Anecdotes for All Occasions"
 "Cosell's Guide to Making Football Sound Complicated"
 "How to Appear Laid Back When You're Completely Hysterical"

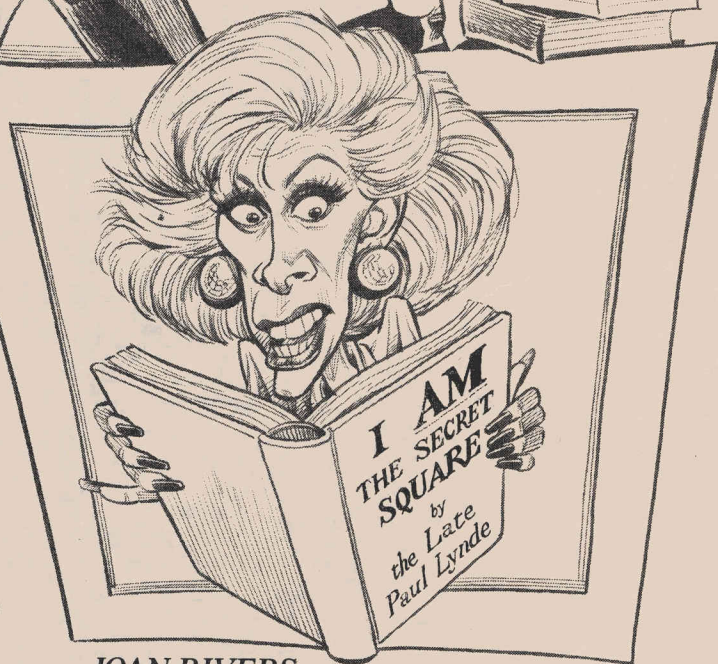
DAN RATHER

"The Day Cronkite Retired
 (and Other Memorable Dates in History)"
 "Loni Anderson's E-Z Guide to Sex Appeal in Slipover Sweaters"
 "Libel Laws and Their Little-Known Loopholes"
 "The Barbara Walters Book of Pubwik Speaking & Ewocution"
 "Proclaiming Election Winners on the Basis of Two Votes"



FRANK SINATRA

"Who's Who in Sicily"
 "Who's Who in Las Vegas"
 "Who's Who in Hoboken"
 "Who's Who at the Bottom of the East River"
 "Good Manners, and Why Celebrities Don't Need Them"
 "Profiles in Arrogance—Louis XIV to Leonard Brenner"



JOAN RIVERS

"Good Taste, and How to Get Rich by Ignoring It"
 "Use Nervous Mannerisms to Drive Your Friends Bonkers"
 "Bette Midler's 101 Tips for Becoming a Classy Broad"
 "The Sean Penn Guide to Total Politeness"
 "How to Lose Old Friends and Use New Ones"

READING LISTS

WRITER: TOM KOCH

GEORGE STEINBRENNER

- "Build Your Self-Esteem by Owning Athletes"
- "Everything You Need to Know about Baseball, as Told by the Three Stooges"
- "Biographies of Famous Unlikable People"
- "Are Throwaway Managers Worth Recycling?"
- "The Yankee Tradition — and 500 Ways to Destroy It"

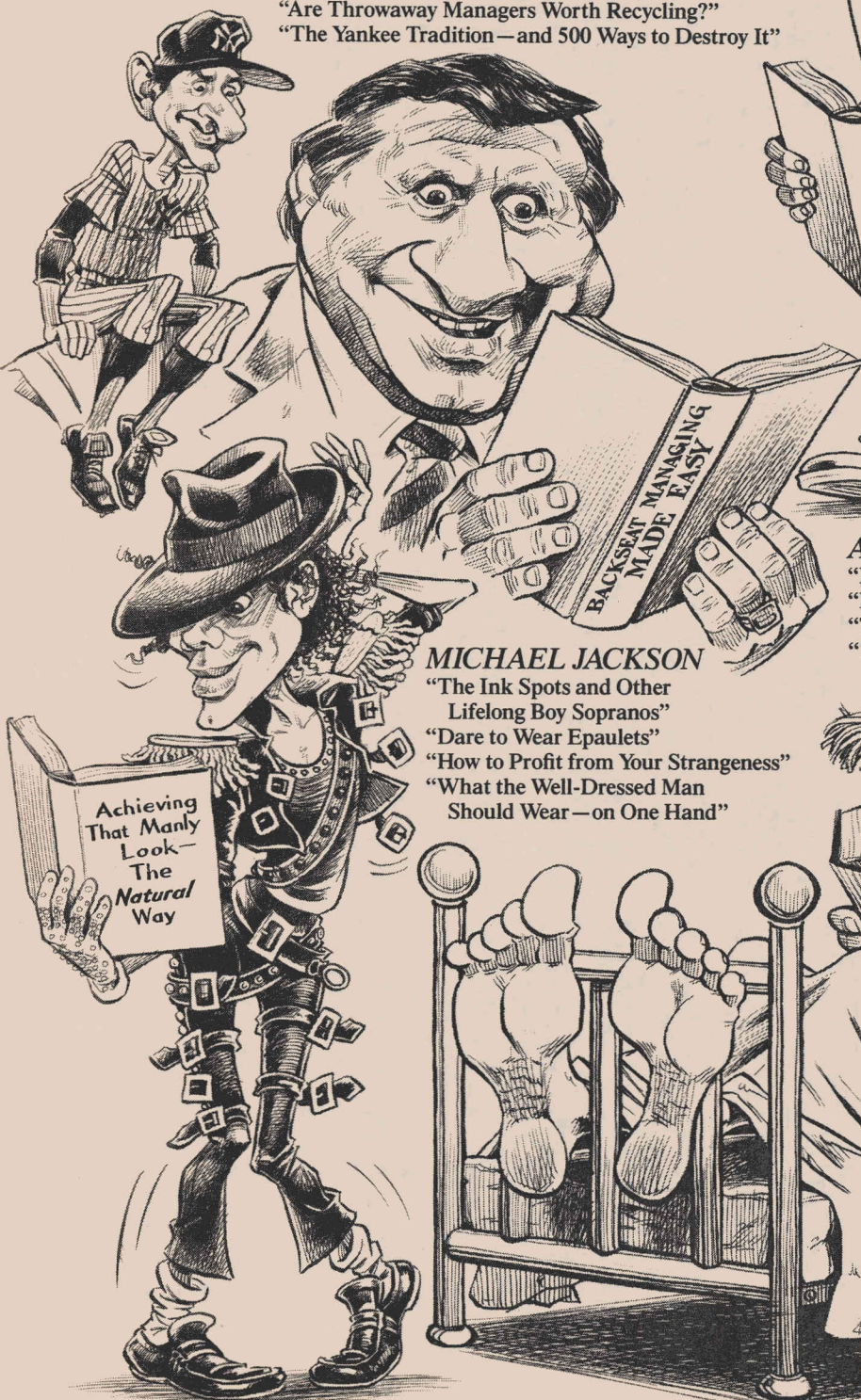


AYATOLLAH KHOMEINI

- "Burning the American Flag — and Other Party Games"
- "Mecca on Five Drachmas a Day"
- "The Beard Lice Breeder's Handbook"
- "The Pope Is Satan! and Other Bedtime Stories for Children"

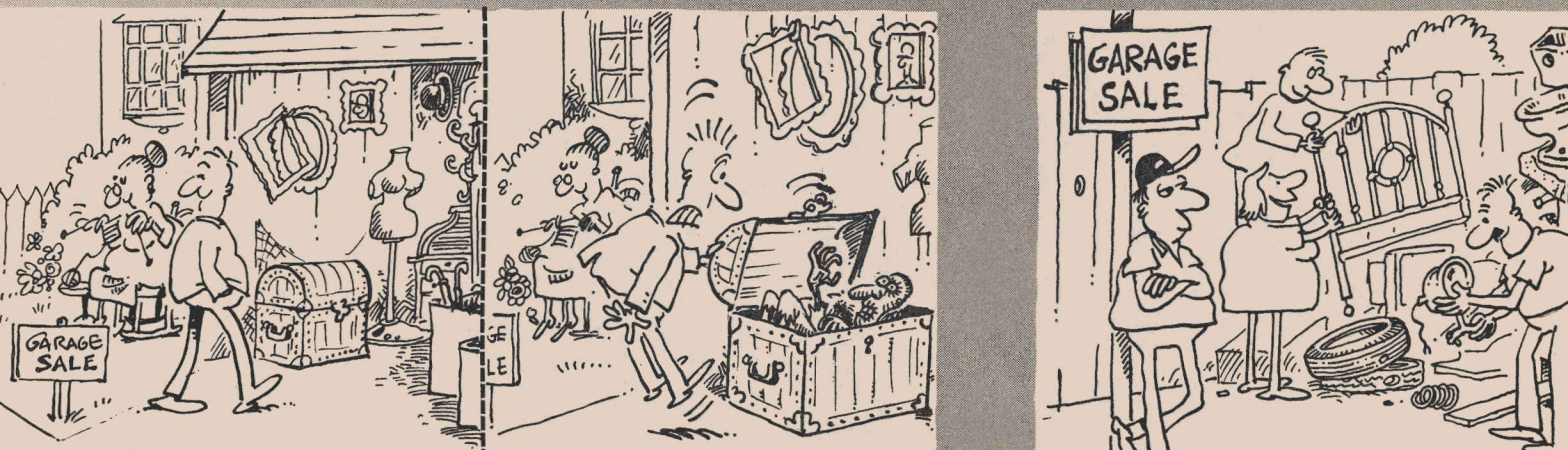
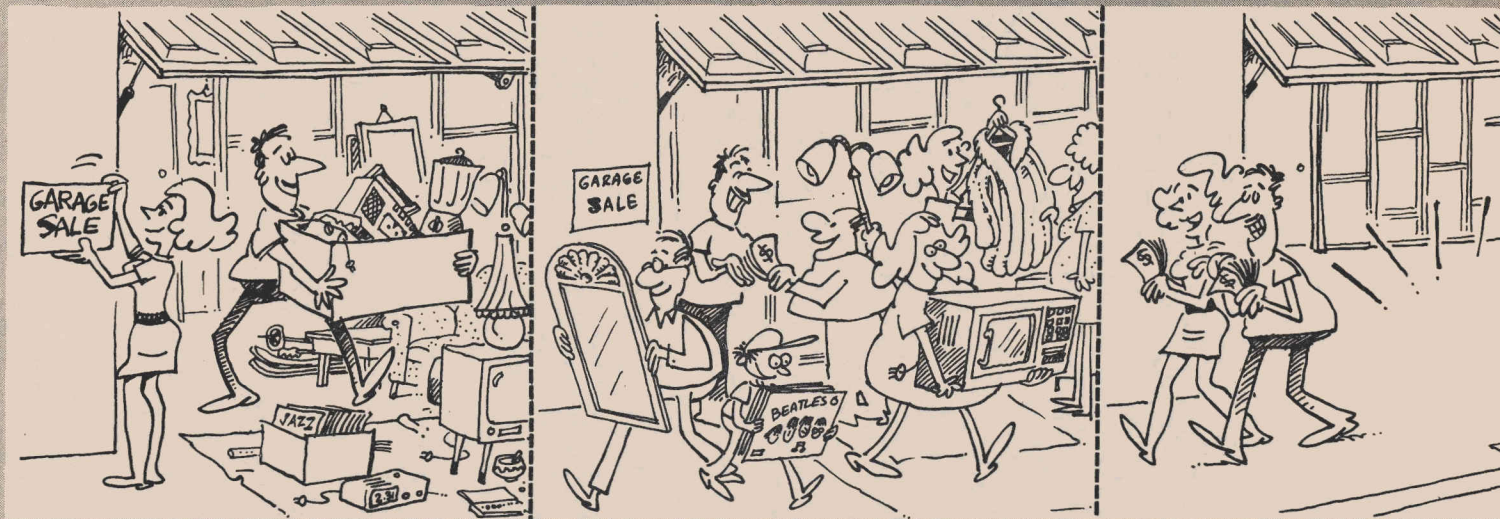
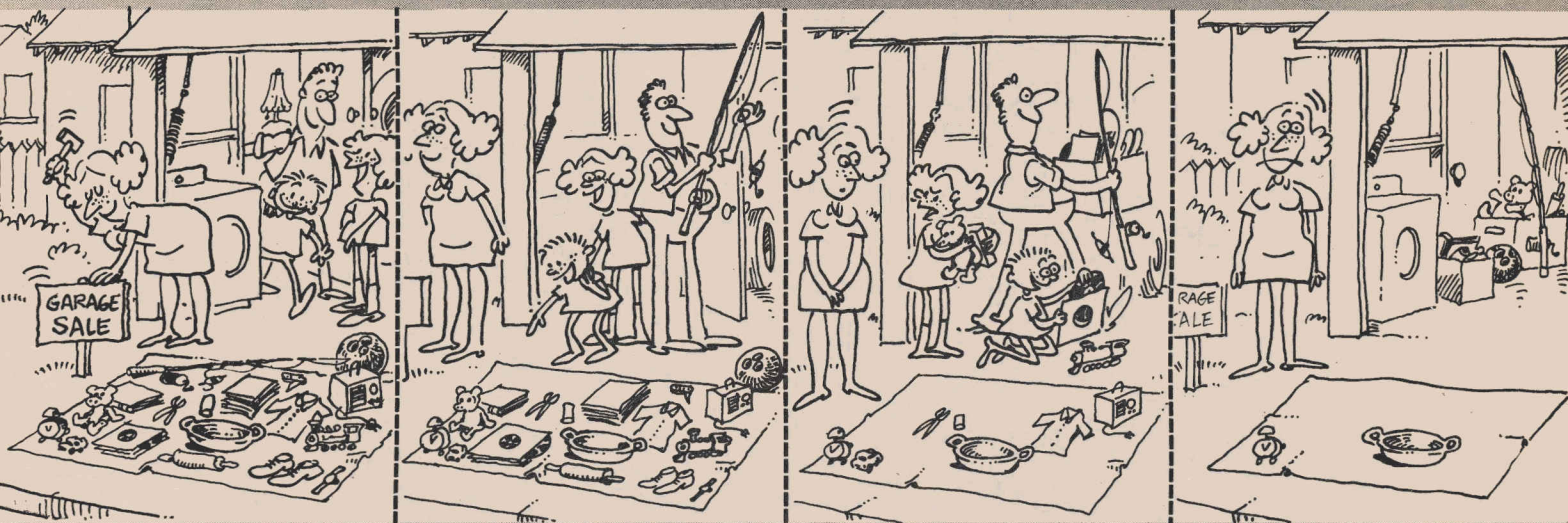
MICHAEL JACKSON

- "The Ink Spots and Other Lifelong Boy Sopranos"
- "Dare to Wear Epaulets"
- "How to Profit from Your Strangeness"
- "What the Well-Dressed Man Should Wear — on One Hand"

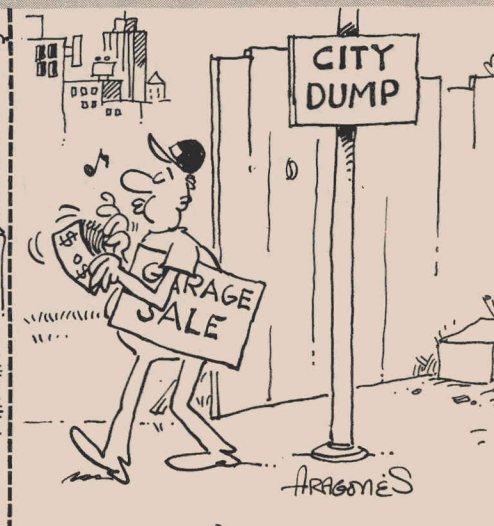
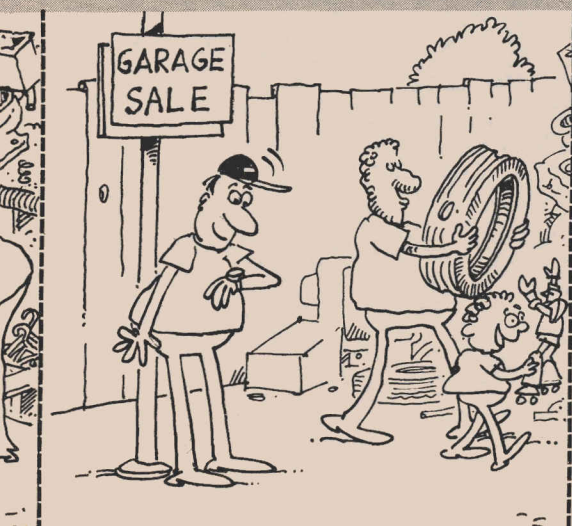
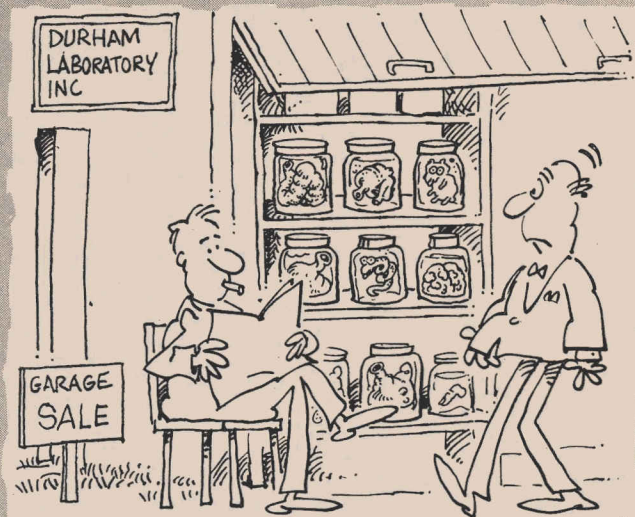
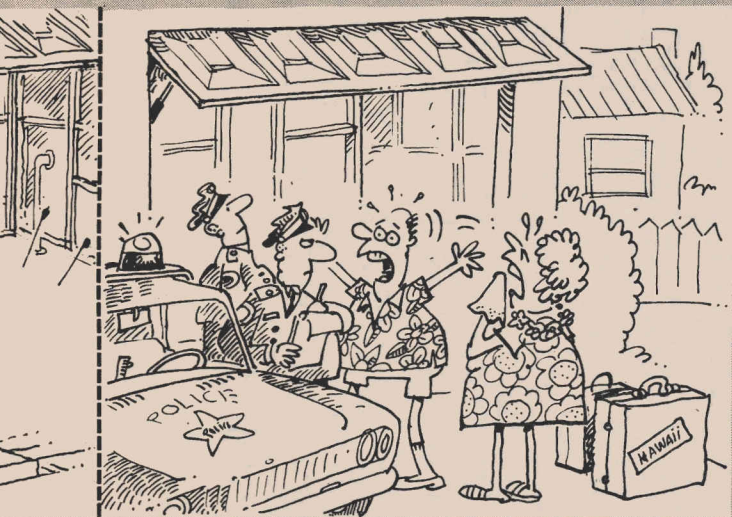
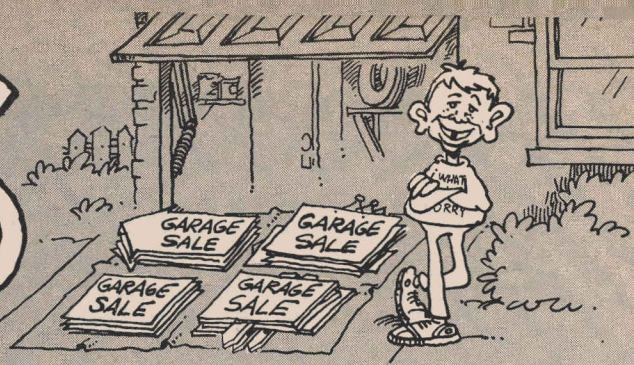


SAM VIVIANO

A MAD LOOK AT GARA



GE \$ALES\$



ARAGONES

And now, MAD answers
the burning question no
one bothered to ask...

What is

A SUPERNERD IGNORES OBVIOUS HINTS...

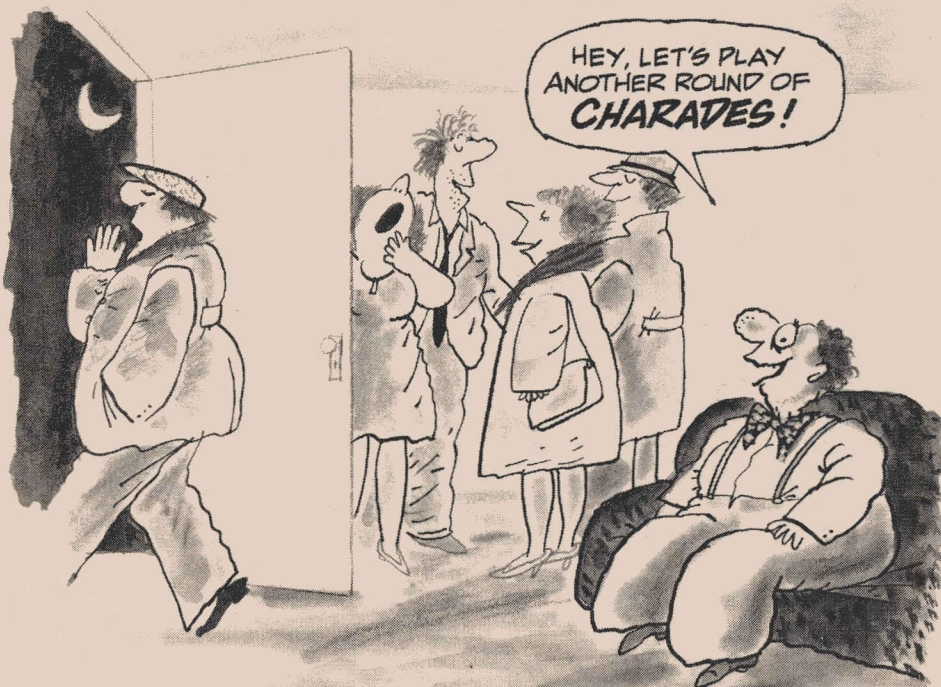


A SUPERNERD ALWAYS BRINGS HIS MOTHER ALONG...

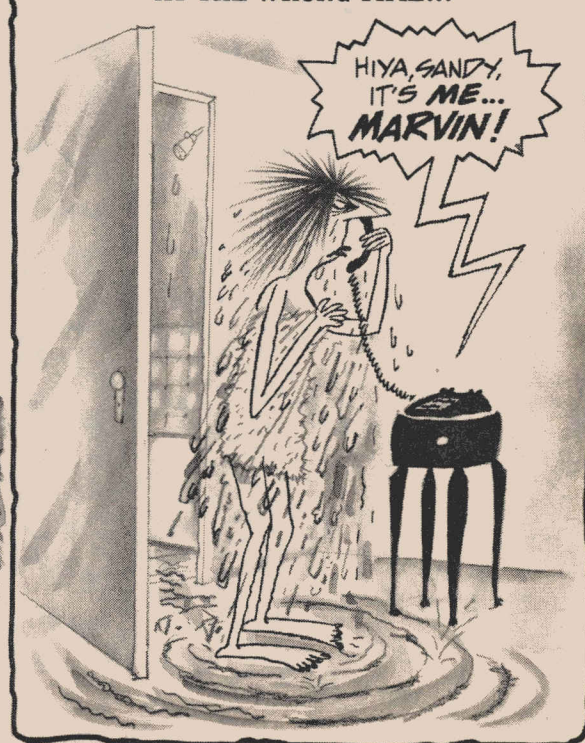


ARTIST AND WRITER: PAUL PETER PORGES

A SUPERNERD NEVER KNOWS WHEN THE PARTY IS OVER...



A SUPERNERD ALWAYS CALLS
AT THE WRONG TIME...



a SUPERNERD?

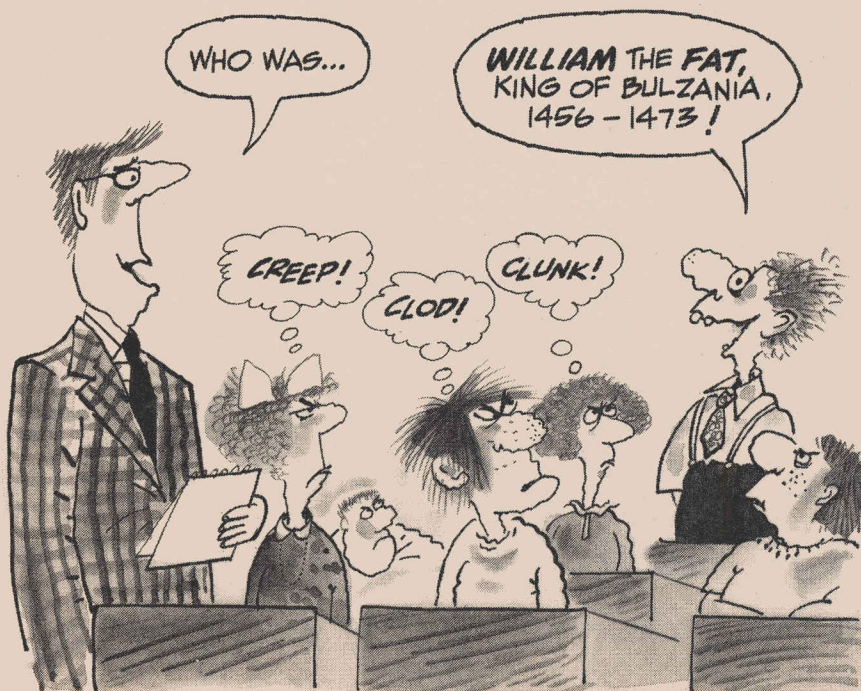
A SUPERNERD ALWAYS SHOWS UP TOO EARLY FOR BLIND DATES...



A SUPERNERD CLUMSILY PERFORMS SIMPLE OPERATIONS...



A SUPERNERD ANSWERS BEFORE THE QUESTION IS ASKED...



**A SUPERNERD AUTOMATICALLY
IRKS HOUSEHOLD PETS...**



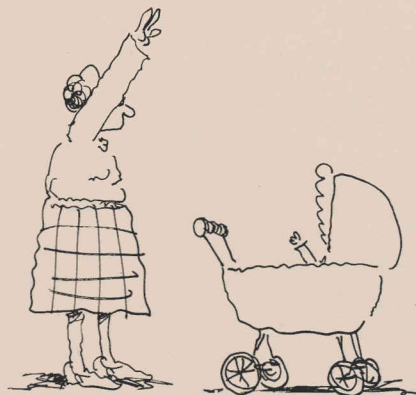
QUICK DRAW GUFFAW DEPARTMENT

There's a popular new board game out called "Pictionary"! A ripoff of TV's "Win, Lose or Draw" (which is a rip-off of the old parlor game "Charades"),

a player has 60 seconds to draw something while his teammates try to guess what it is. Anyway, we got to wondering what it would be like to play "Pictionary"

PLAY Pictionary V

HITLER'S MOTHER



John Caldwell

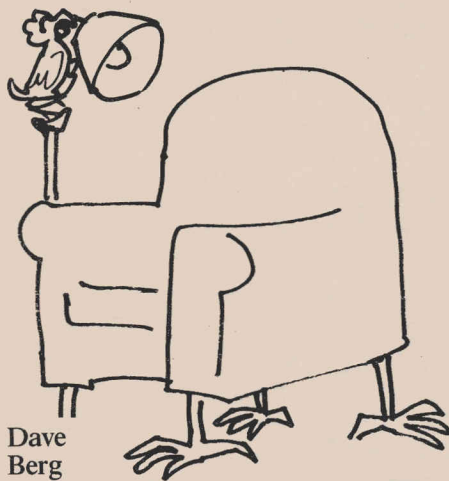


Jack Davis

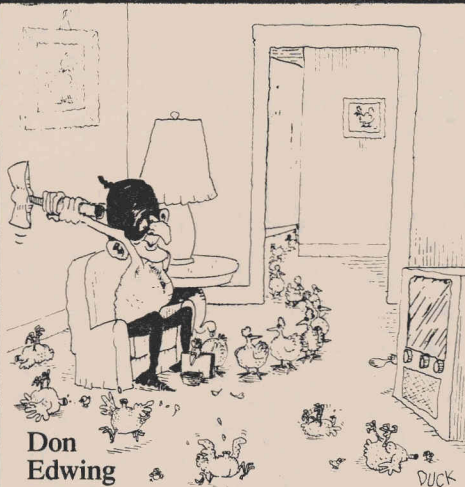


Mort Drucker

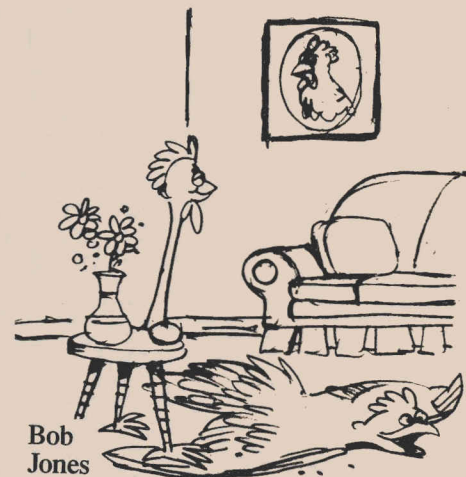
FRANK PERDUE'S LIVING ROOM



Dave Berg



Don Edwing



Bob Jones

GLUTTONY



Sergio Aragonese



Bob Clarke



Paul Coker

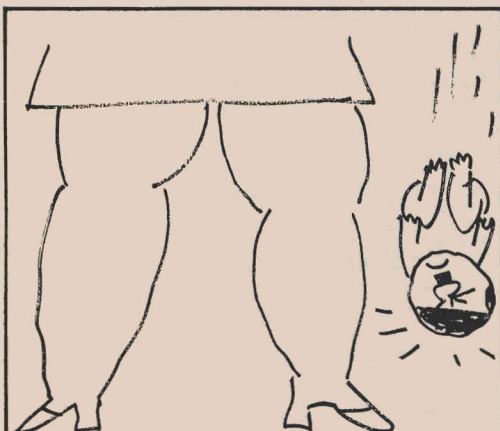
with some of MAD's so-called "artists" and see how *they* stack up against a 60-second stopwatch! Okay, so it's not such a great idea! But we're stuck with it! Here's :

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.



WITH THE MAD ARTISTS

WRITER: J. PRETE



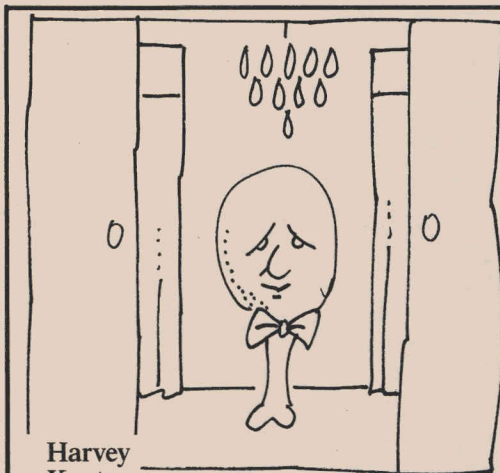
Al Jaffee



Sam Viviano



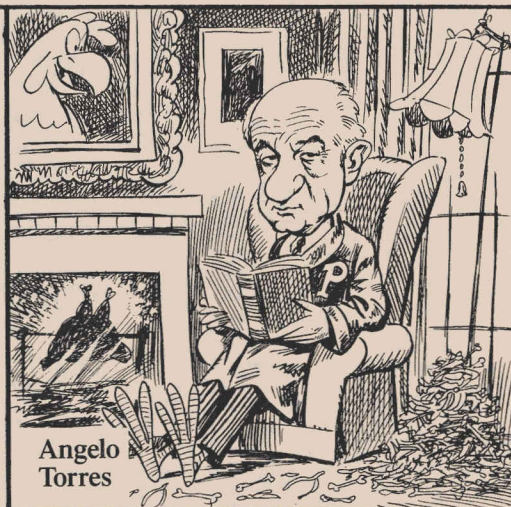
George Woodbridge



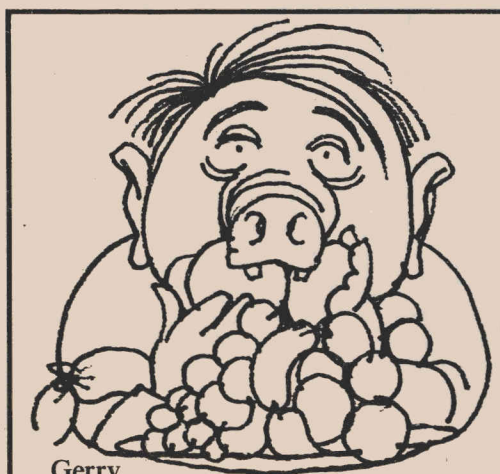
Harvey Kurtzman



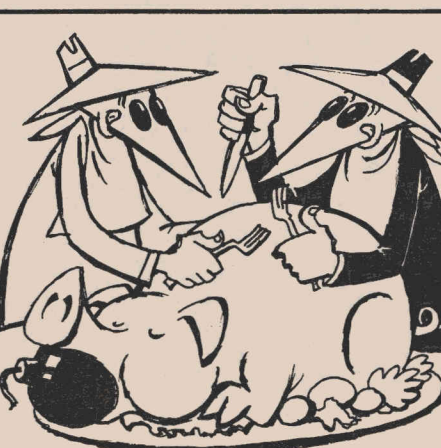
Paul P. Porges



Angelo Torres



Gerry Gersten



Antonio Prohias



Richard Williams

SCHWARZENEGGER

WITH A TIP OF THE HAT TO HANK "HIAWATHA" LONGFELLOW

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS



By the shores of the Pacific,
In the town of glitz and hustle,
Strode the mighty Schwarzenegger,
Baring chest and flexing muscle;
Biceps twitched in perfect rhythm
Through his skill with isometrics, —
Feats that Letterman, on seeing,
Sought to use as Stupid Pet tricks.

But the bulging Schwarzenegger
Set his sights on goals much higher,
As the lure of movie stardom
Pumped him up with great desire;
Soon he found himself in epics,
Slaying enemies like vermin,
Tearing dialogue to pieces
With his accent, sorta German.

Clenching jaw, he raged as "Conan,"
Who, upset by double-dealing,
Slaughters half the population
To express his depth of feeling;
Next "The Terminator" starred him
As a droid bent on aggression,
Killing victims for two hours
Without changing his expression.

As a soldier in "Commando,"
On whole armies he was feasting,
Shrugging off a hail of bullets
Like a flea-bite or a bee-sting;
Not Stallone in Panavision
Matched the fury of his scowling
When in "Predator" he thrilled us
In the art of disemboweling.

In his latest quest for glory
As "The Running Man" he bears up,
Bringing down the rule of evil
While assorted foes he tears up;
See him punch out his oppressors,
Rip apart a villain's torso,
Bludgeon killers into meatloaf
Like Chuck Norris, only more so.

Yes, the massive Schwarzenegger,
Muscles rippling, tendons straining,
Now, through fame and sky-high grosses,
As a super-star is reigning;
Let the critics crucify him
When his lines he seems to louse up!
If it's brains that wins the Oscars,
It's the beef that fills the house up!

And now, as a public service to all you would-be artists out there, MAD Magazine, in cooperation with the Famous Artists' School of Wammelsdorf, now proudly presents...

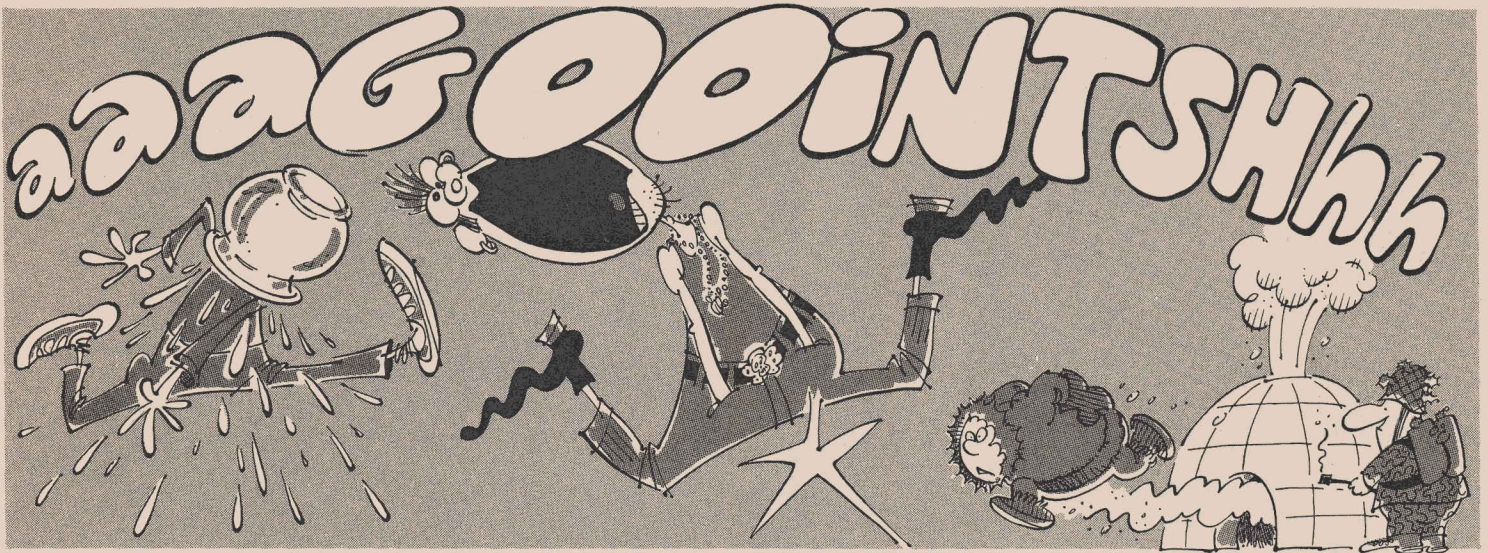
**A BEGINNERS
GUIDE TO**

CARTOON

SOUND EFFECTS

ARTIST: PAUL COKER

WRITER: DUCK EDWING



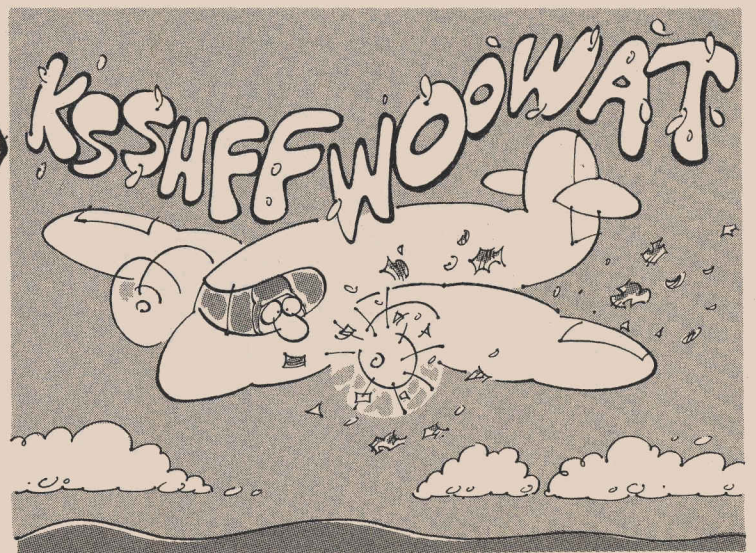
...someone sneezing with a spittoon over his head.

...a push button switchblade accidentally opening in a punk's front pocket.

...someone using a flamethrower to flush an Eskimo from his igloo.



...an elephant experiencing relief.

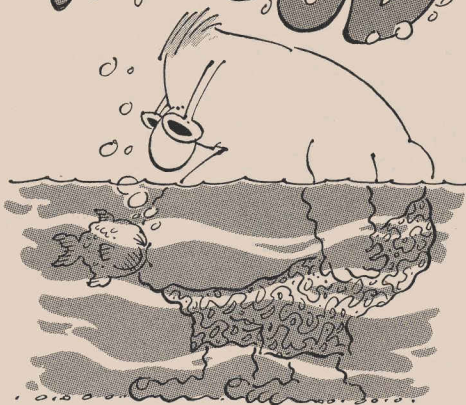


...a skydiver getting caught in a plane's propeller.

BATPEURGLEEHOOPBLUB



...Batman flushing.



...a fish blowing air bubbles into a fat man's navel.



...a killer clam attacking a sunburnt octopus.

SSSZZZIWOOKKETCH



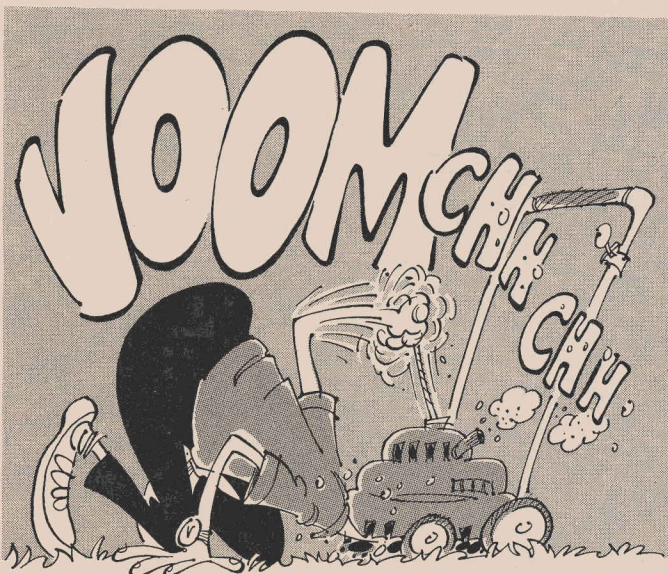
...a Ubangi deep-lipping an entire pizza with anchovies.



...Superman landing directly in doggie-doo.



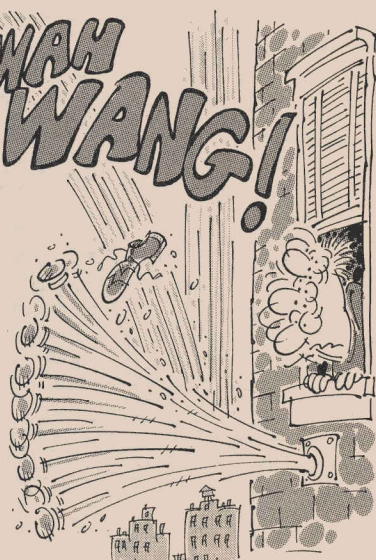
...a fast zipper-upper catching himself on his denim fly.



...a guy sticking his head inside a lawn mower to see if he can get it started.



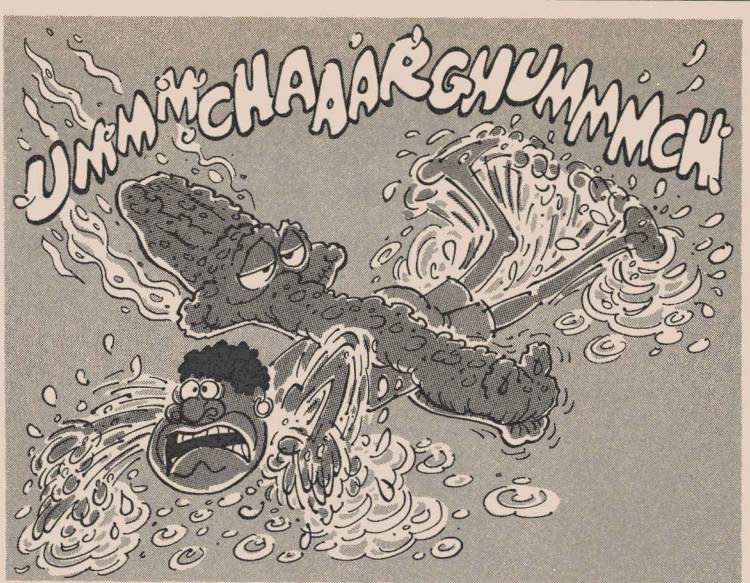
...a tennis player snagging on the net he tried to jump over.



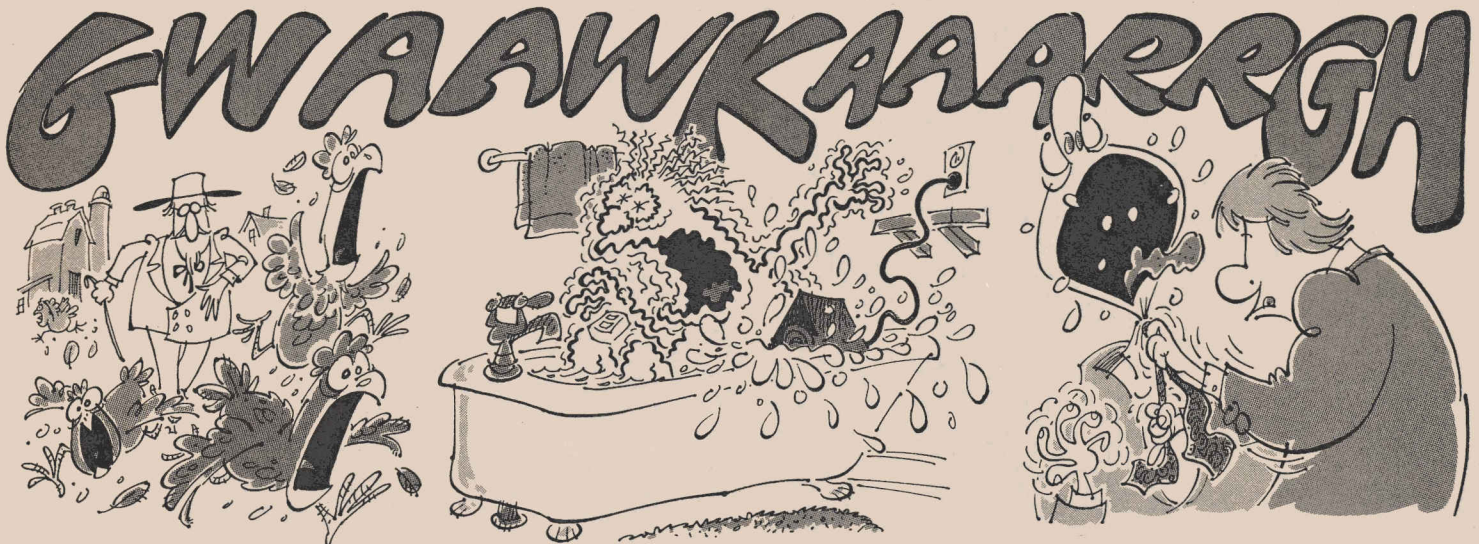
...a suicide jumper hitting the 9th floor flagpole.



...an Italian ship being christened with a pizza.



...an elderly crocodile gumming a frantic native.



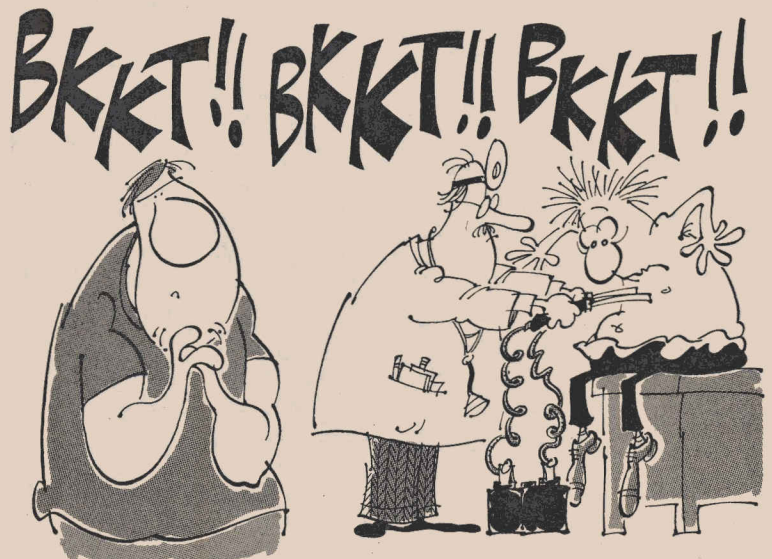
...a Col. Sanders look-a-like visiting a chicken farm.

...a teenager accidentally knocking his radio into the bathtub.

...an apprentice tie salesman tying a Windsor knot for his first customer.



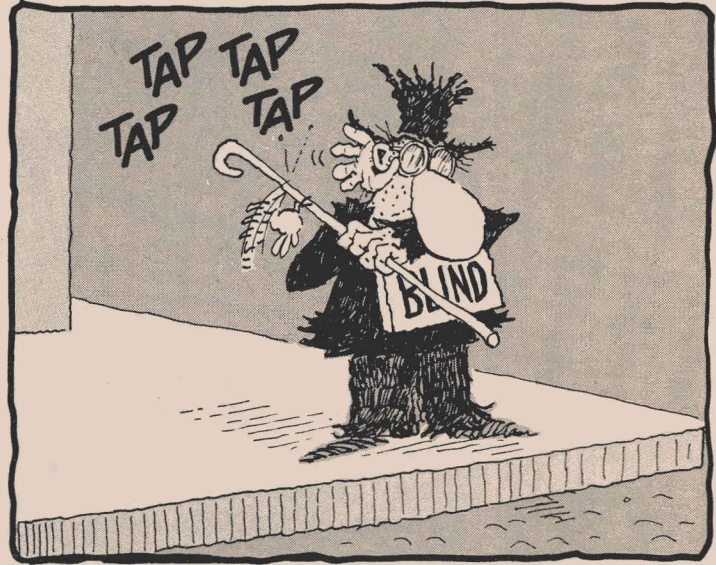
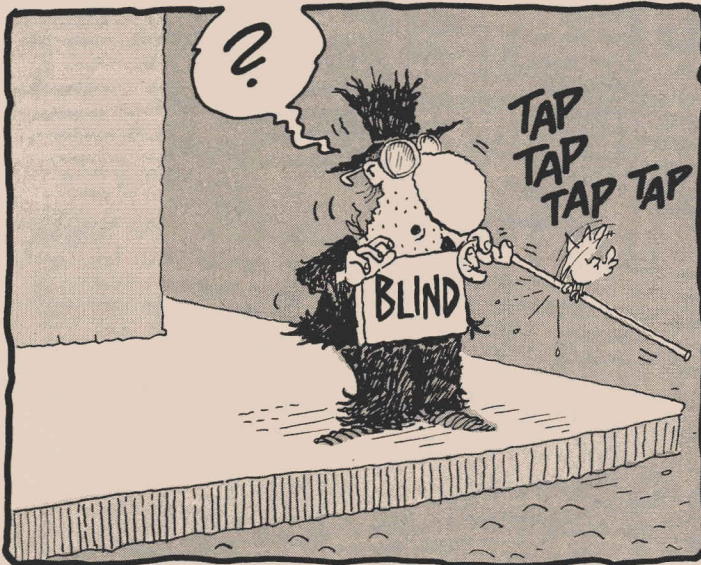
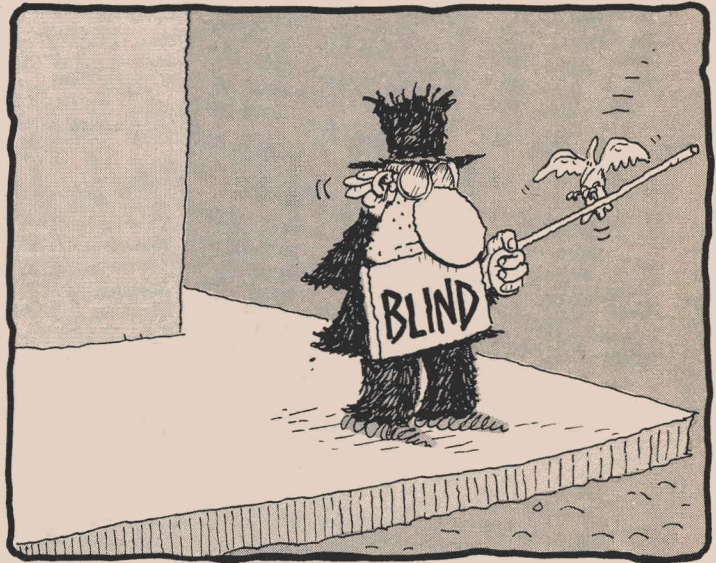
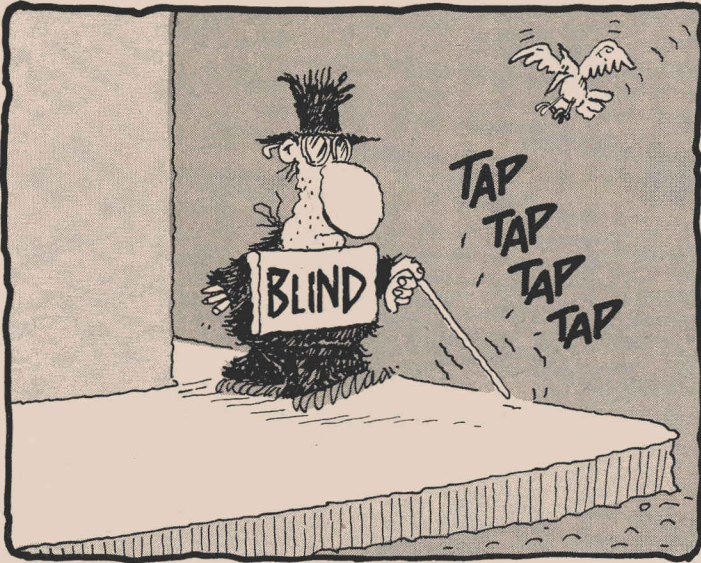
...a horsefly landing in a bowl of semi-cooled Jello.



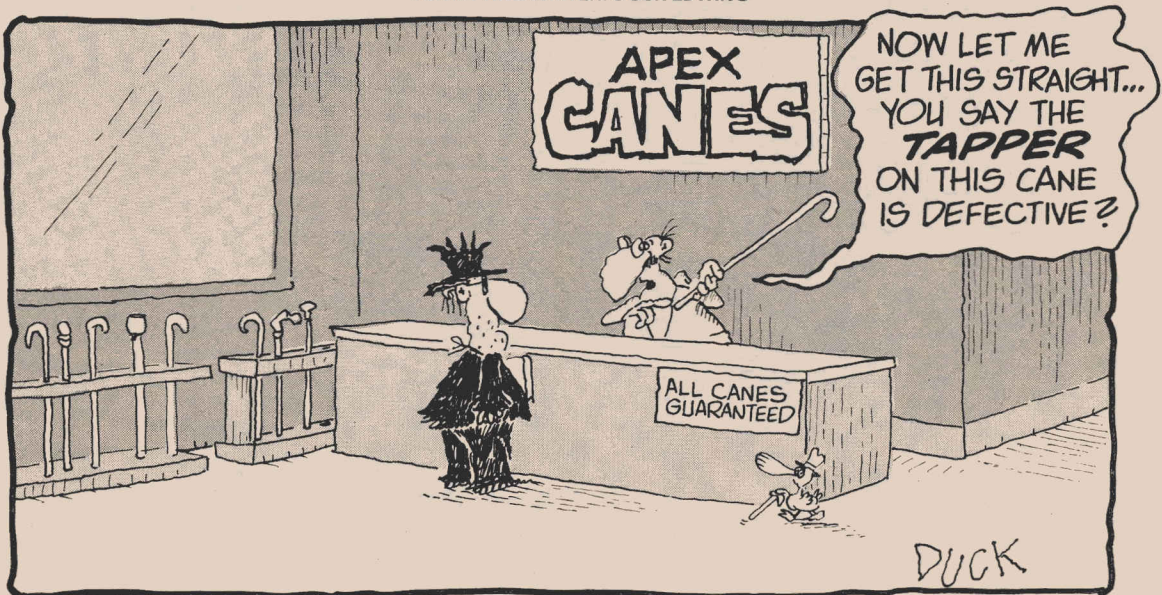
...a man with three fingers cracking his knuckles.

...a doctor trying to jump-start a pacemaker.

THE PESKY PECKER PUZZLER



ARTIST AND WRITER: DUCK EDWING



...AND THEY DON'T HAVE A PLOT TO PEEK IN DEPT.

There's a movie out that shows how bumbling detectives spying on a beautiful girl (under the guise of trying to catch her villain boyfriend) almost break more laws than the villain himself! This movie contains a ton of bad slapstick, several pounds of lurid flesh and just about an ounce of logic. If you decide to waste your money on this flick, be warned: it's not the popcorn burning in the lobby that's making an awful smell, it's the movie's bad acting and weak plot that's causing such a...

STINKOUT

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Bilk, will you quit goofing off!

Goofing off?!? We've been here only 25 minutes and I've already fired at six innocent bystanders, driven a forklift into the ocean and bungled an attempt to finally catch the creep we've been after! What have YOU done???

More than that! I've fallen into a tank of dead fish, fired at seven innocent bystanders and terrified a room full of sardine stuffers! So I'm at least two screw-ups ahead of you!

It sure would be nice if those two clown detectives were a little more concerned about catching crooks than seeing which one of them is the bigger screw-up!

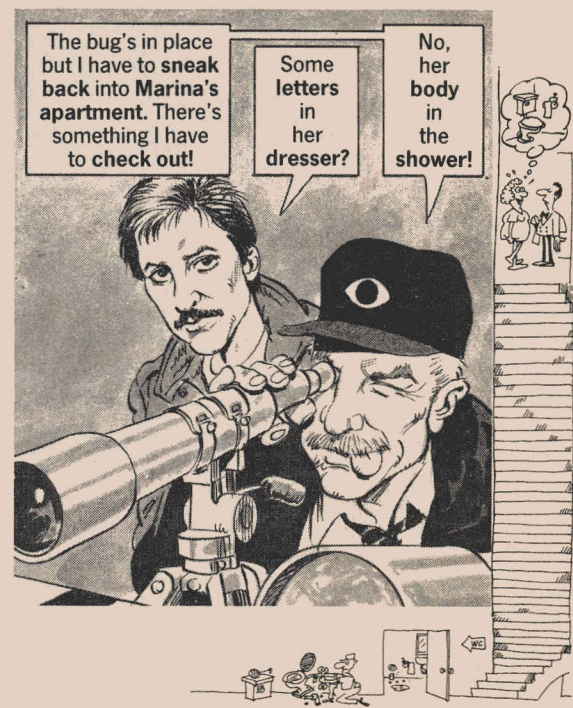
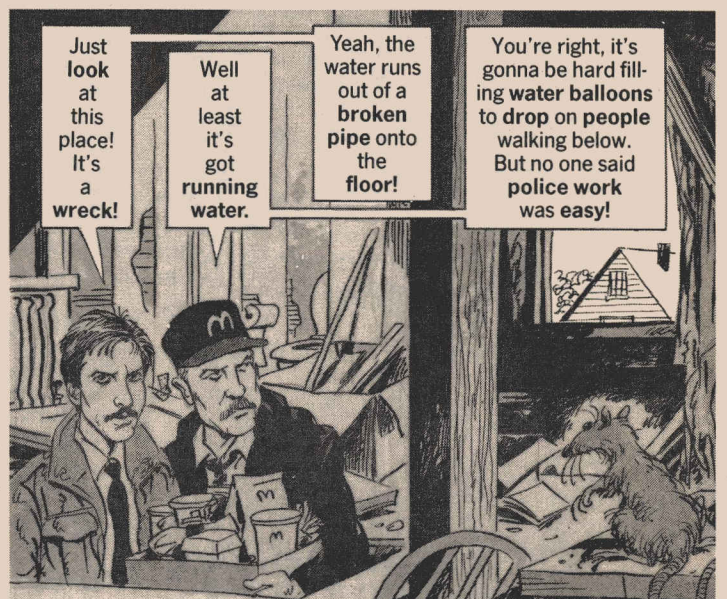
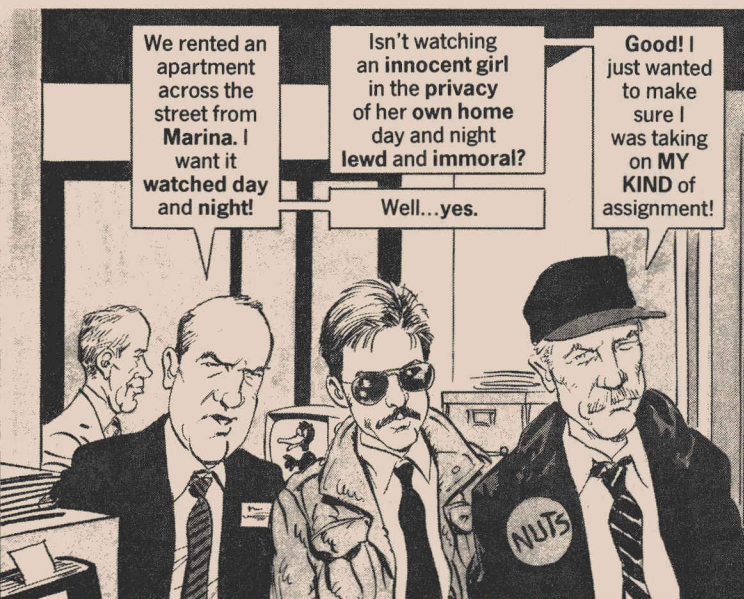
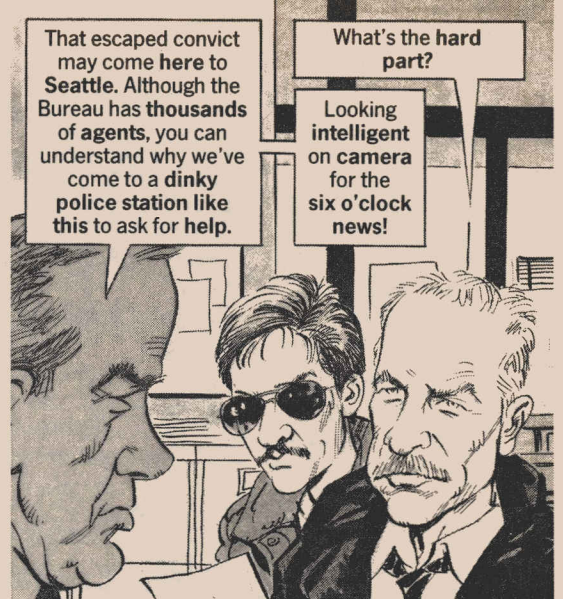
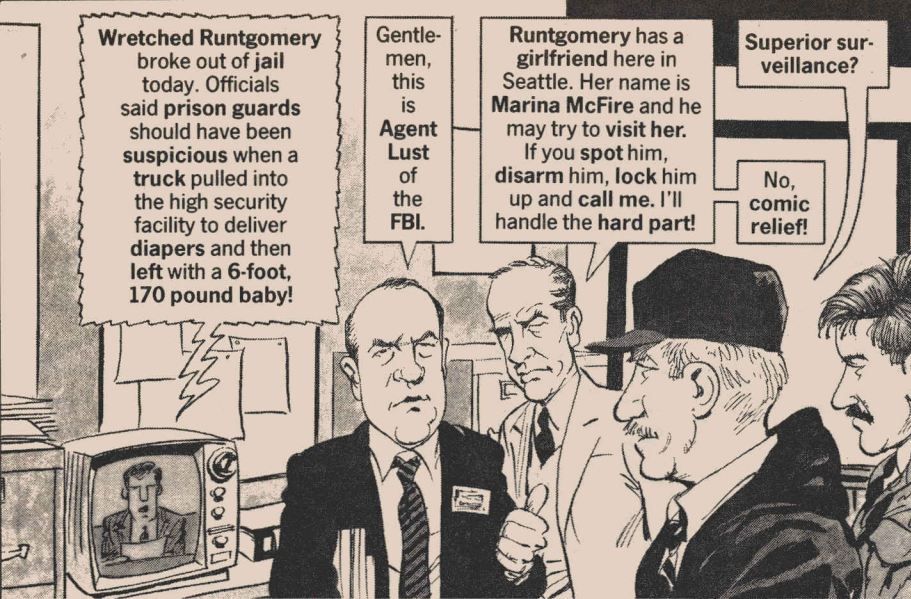
I like 'em! They're the ones who lent me this gun I'm using to hold you up with!

These days, all cops seem to be bumbling idiots who act outside the law!

I know, ma'am, but that's just a passing trend in today's movies!

I don't mind it in the movies! I'm talking about so many of today's real cops bumbling outside the law!





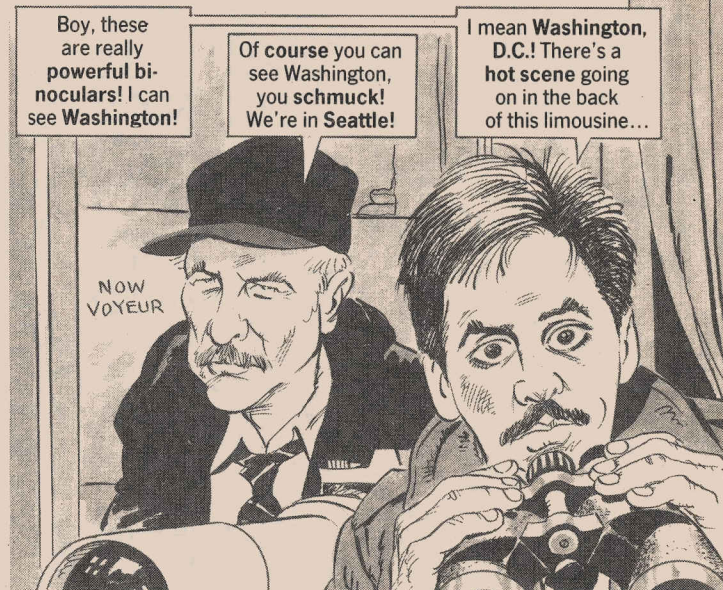


Binoculars!
Telescopes!
Telephotos!
Does the
Department
own all
this stuff?

Most of this equipment
is mine! This job's got
my eyeballs so screwed
up these days I can't
even watch television
except through binoculars!

Should
we
order
in
some
food?

Okay, but
put the menu
on the wall
so I can
read it
through my
binoculars!



Boy, these
are really
powerful bi-
noculars! I can
see Washington!

Of course you can
see Washington,
you schmuck!
We're in Seattle!

I mean Washington,
D.C.! There's a
hot scene going
on in the back
of this limousine...



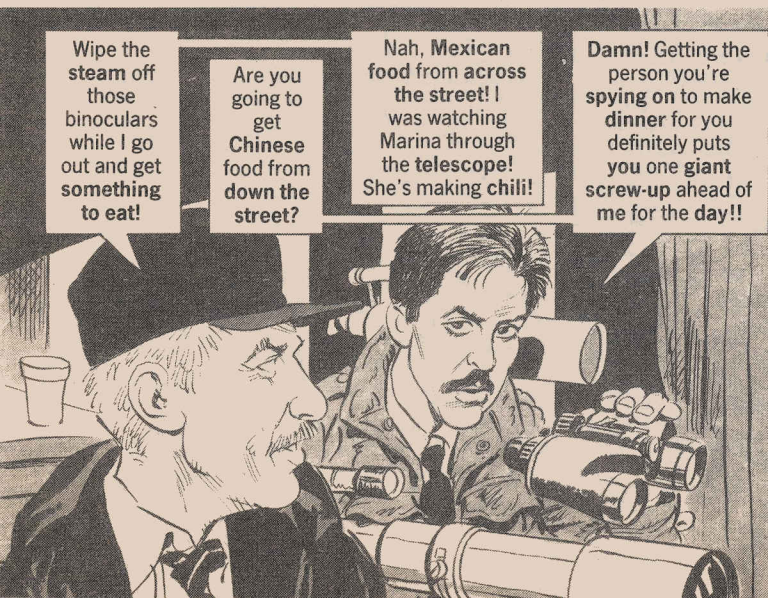
That's Lt. Farewell!
He gets into a
serious government
situation and there's
NO WAY OUT!!!

If I was in the
situation he's in
right now, I sure
would hope there
was **NO WAY OUT!!!**

So
what's
your
name?

Sorry, I don't
give out my name
on a first date!

That's okay,
you're giving
out every-
thing else!

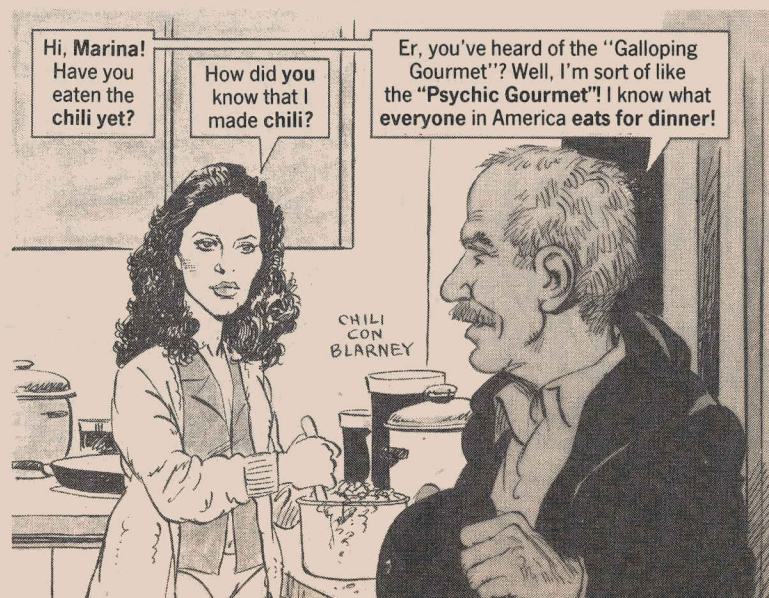


Wipe the
steam off
those
binoculars
while I go
out and get
something
to eat!

Are you
going to
get
Chinese
food from
down the
street?

Nah, Mexican
food from across
the street! I
was watching
Marina through
the telescope!
She's making chili!

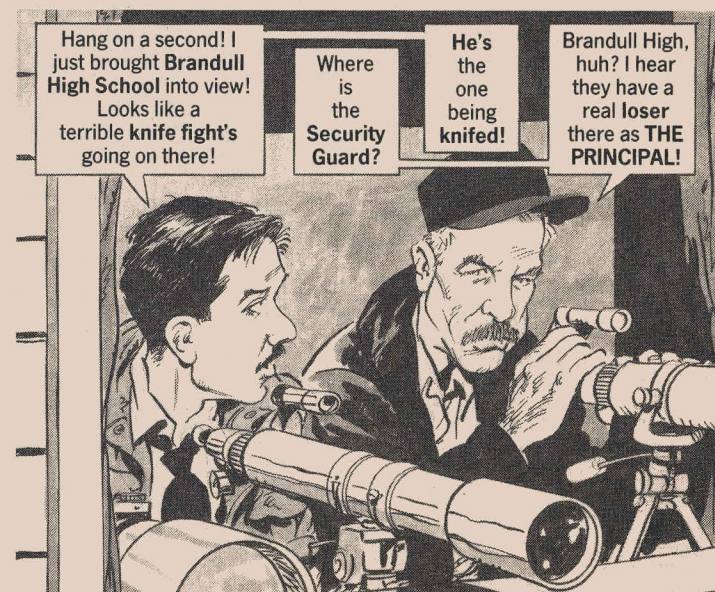
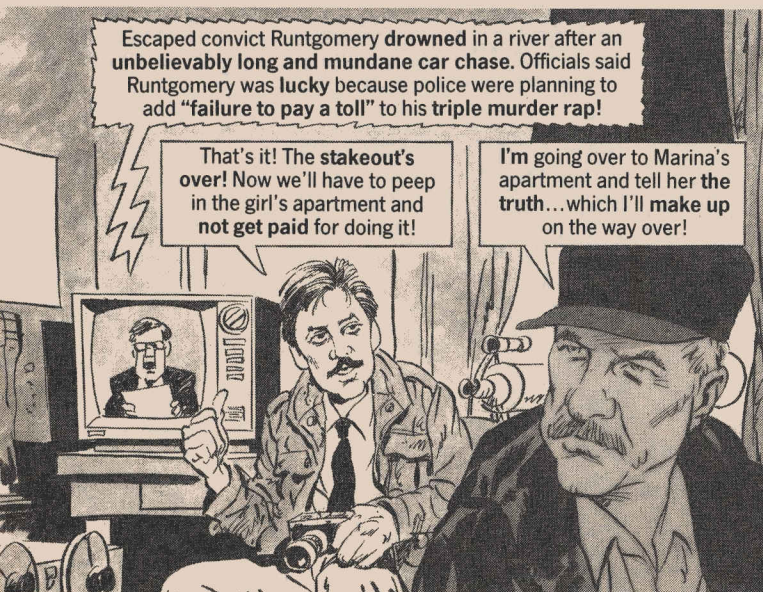
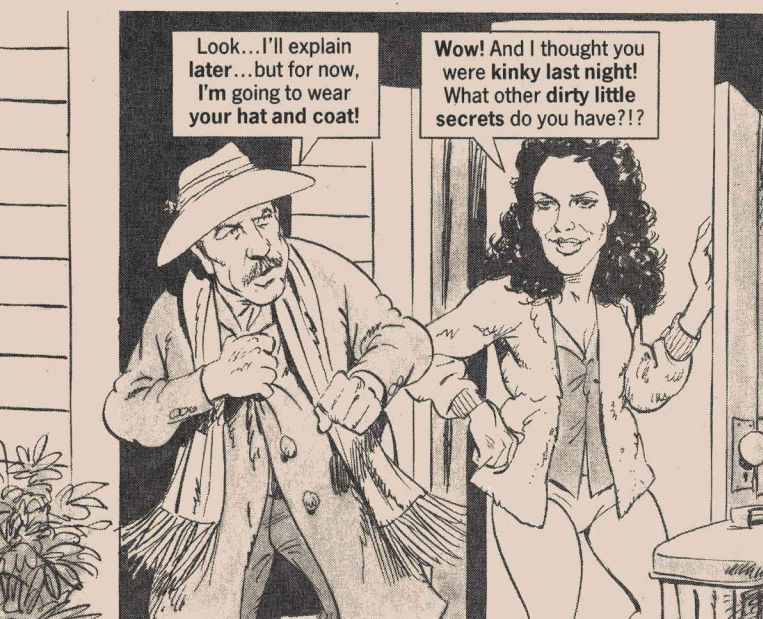
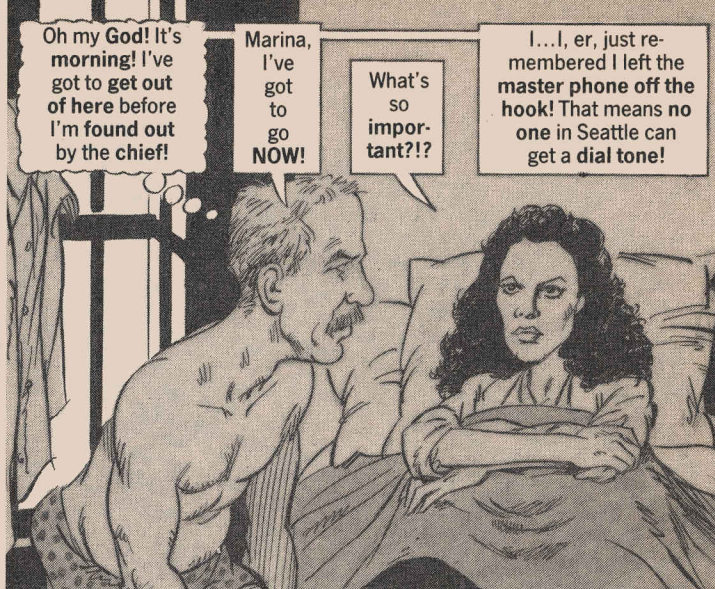
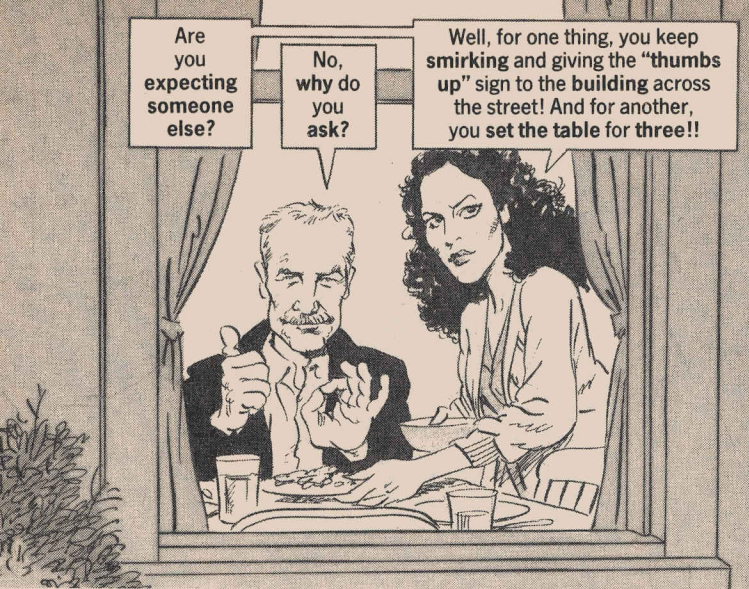
Damn! Getting the
person you're
spying on to make
dinner for you
definitely puts
you one giant
screw-up ahead of
me for the day!!



Hi, Marina!
Have you
eaten the
chili yet?

How did you
know that I
made chili?

Er, you've heard of the "Galloping
Gourmet"? Well, I'm sort of like
the "Psychic Gourmet"! I know what
everyone in America eats for dinner!





Sick, you get drunk, you get into bar fights and you can't even hold your marriage together! You're no longer fit to be a school teacher!

So the School Board is making you the new Principal of Brandull High!

BELCH!



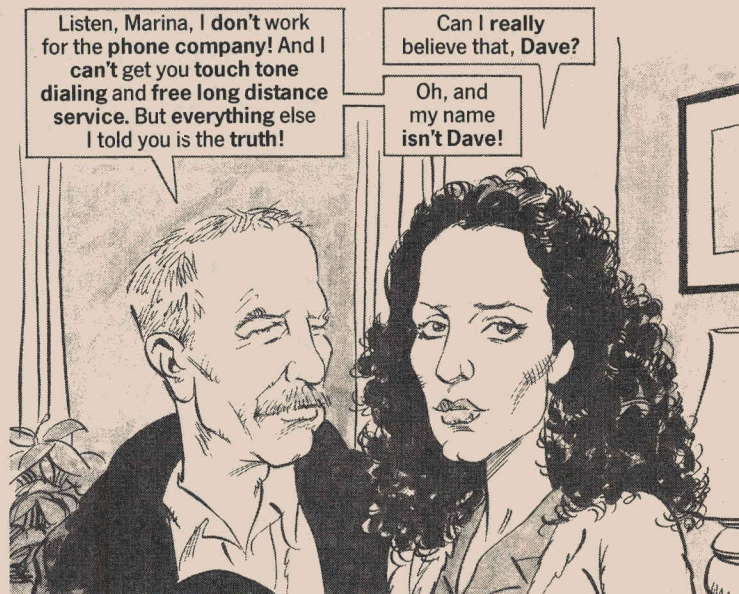
Who cares about the Principal! Let's see if I can find the window to the girl's shower room for us to peek into!



I can't stand here all day and look at other movies! I've got to talk to Marina!

Just one more minute! Look through this telescope! It's Richie Valens singing "La Bamba!"

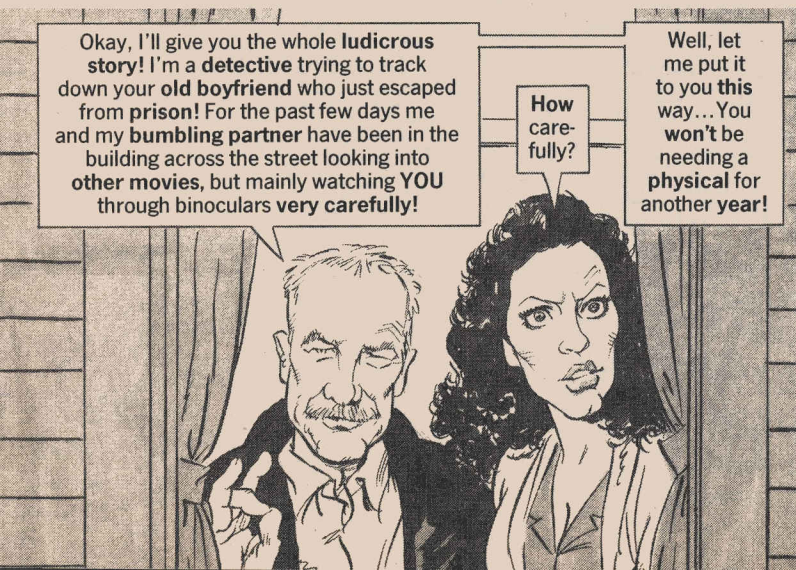
Wow, that telescope is more powerful than I realized! You're looking all the way back into the 1950's!!!



Listen, Marina, I don't work for the phone company! And I can't get you touch tone dialing and free long distance service. But everything else I told you is the truth!

Can I really believe that, Dave?

Oh, and my name isn't Dave!



Okay, I'll give you the whole ludicrous story! I'm a detective trying to track down your old boyfriend who just escaped from prison! For the past few days me and my bumbling partner have been in the building across the street looking into other movies, but mainly watching YOU through binoculars very carefully!

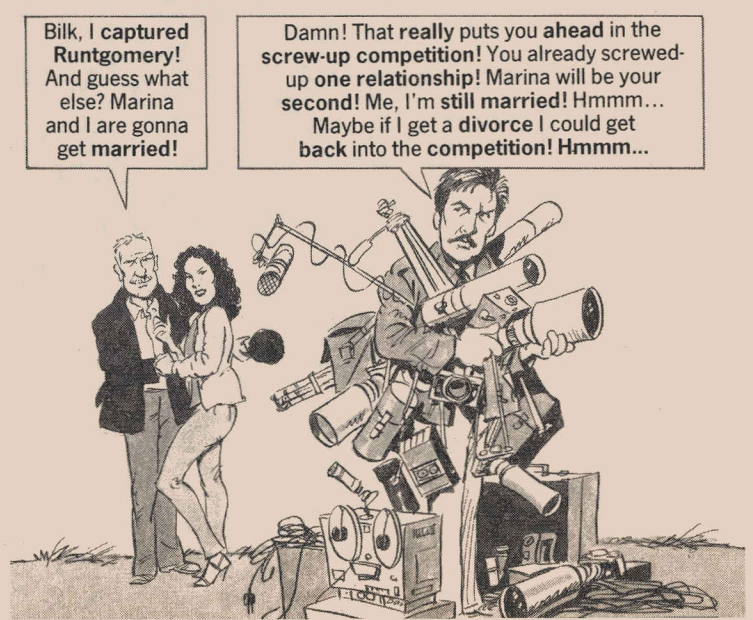
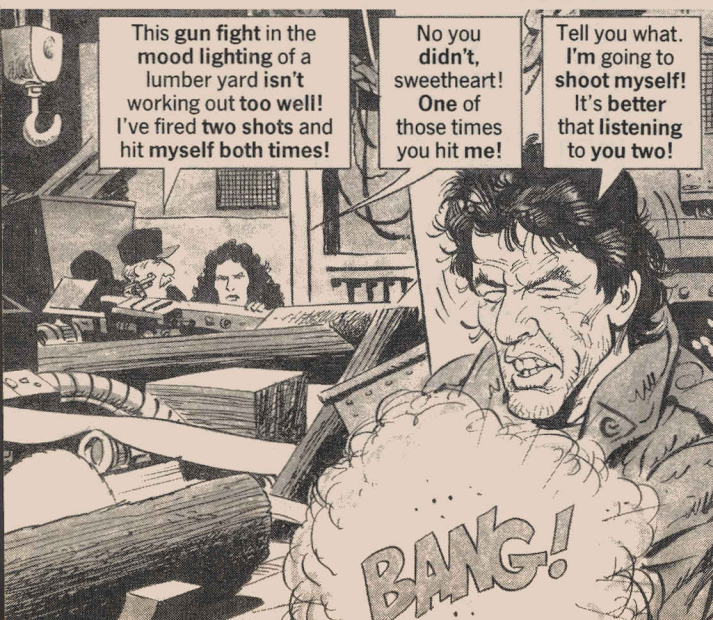
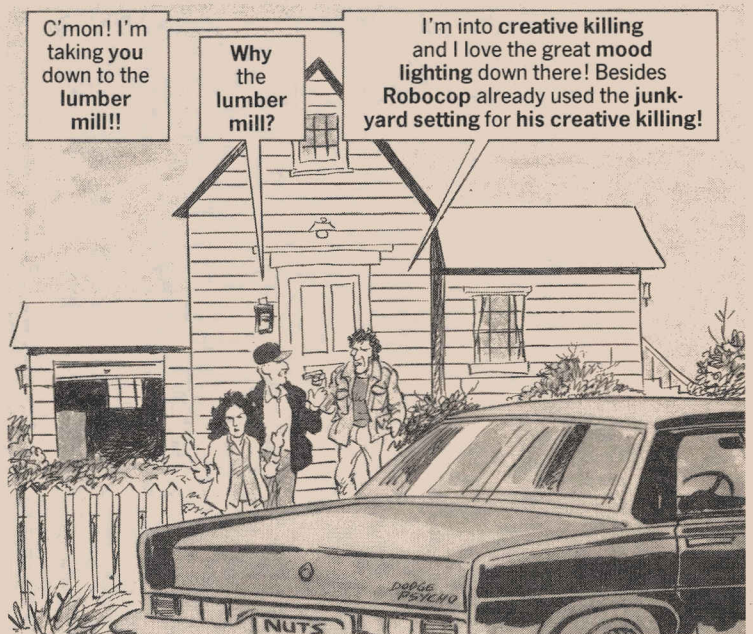
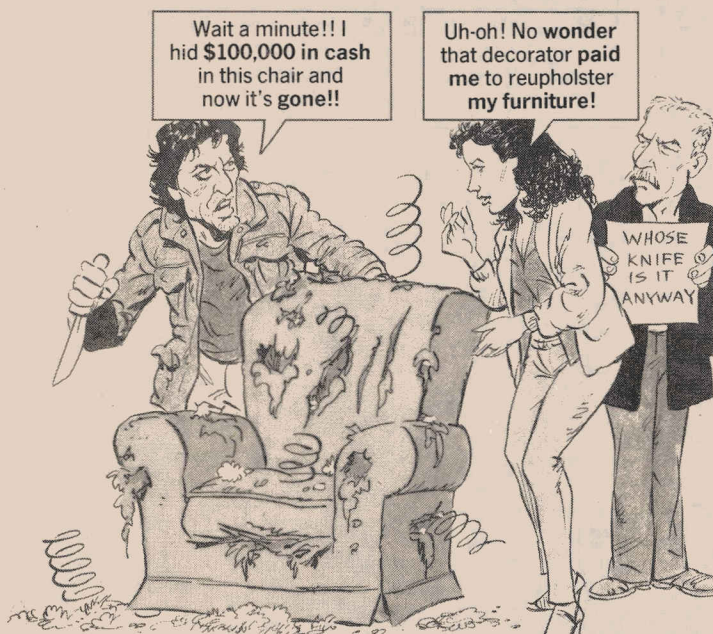
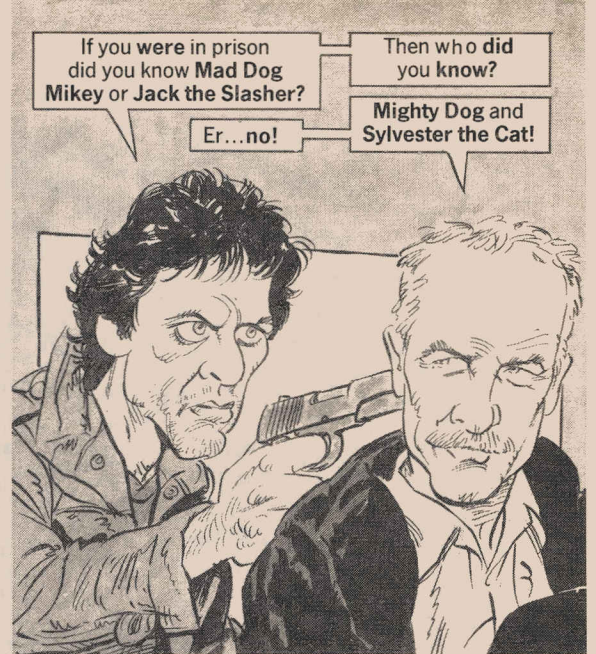
How carefully?

Well, let me put it to you this way... You won't be needing a physical for another year!



Get out of this house! And this time, leave in your own clothes! I suspected something was wrong from the start! Who ever heard of the phone company fixing a phone before you even report a problem! You were just joking with me from the very beginning!

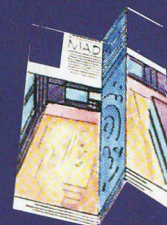
No, I wasn't! I never joke about love! But, if we are breaking up... can I have my squirting diamond ring back?



**WHAT ADVANCEMENT
IS BEING HAILED AS
A BREAKTHROUGH IN
AIR POLLUTION
CONTROL?**

HERE WE GO AGAIN WITH ANOTHER **MAD FOLD-IN**

To find out what is now controlling
one of the worst forms of air pol-
lution, simply fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**THE COMPLAINTS WE'VE HEARD THROUGH THE YEARS FROM AMER-
ICANS ARE USUALLY ABOUT AIR POLLUTION. OFFICIALS
NEVER SEEM TO HAVE ANY SOLUTIONS. BUT NOW A
ZANY DEVICE IS THE NUMBER ONE AIR POLLUTION STOPPER!**

A ▶

◀ B

Why are we giving away the Bulgin' Belly Burner™ for only \$10?
(Because we tried to give it away for \$20 and that didn't work!)

Bulgin' Belly Burner™

AS
SEEN ON
TV*

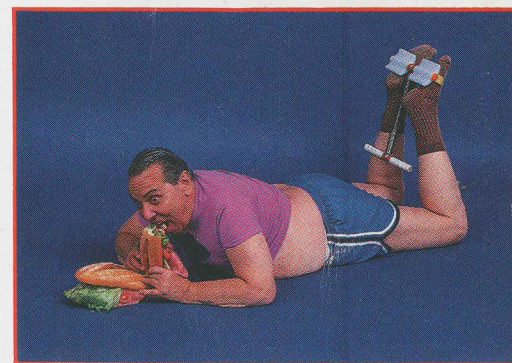


*On Nationwide
Consumer Fraud
Reports

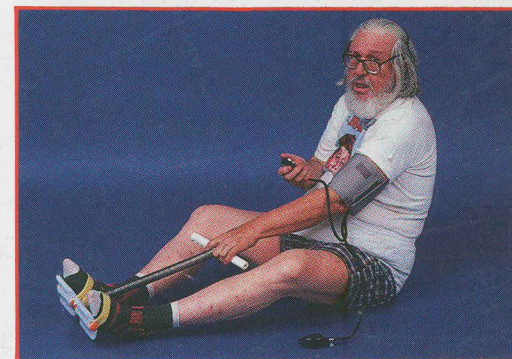
Don't waste your hard-earned cash on inferior imitations when you can get the inferior original for the same price!



Intensive back-stretch sends blood rushing to lower abdomen and thighs!



Reverse leg-lifts leave hands free to take important nutritional supplements!



Power sit-ups work your arteries to their bursting point!

To see how desperate overweight people are, our Special Consumer Alert Movement (SCAM) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10

minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a \$15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with \$10 for each Bulgin' Belly Burner, plus \$19.95 postage and handling and \$12.76 insurance, and an additional \$7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.

**WHAT ADVANCEMENT
IS BEING HAILED AS
A BREAKTHROUGH IN
AIR POLLUTION
CONTROL?**



FOLD PAGE OVER LIKE THIS!

A ◀▶ B FOLD BACK SO "A" MEETS "B"



**THE COMMER-
CIALS**

ZAPPER!

A ◀▶ B